



8.00 – 8.30

Get in early to register and grab a coffee.

8.30 – 9.00	Welcome: <u>Robert Gerrish</u> will kick things off with some suggestions on how to get the most out of the day for you and your business.
9.00 – 10.00 <i>[All]</i>	Keynote presentation: <u>Attracting clients:</u> How to attract more clients to your business <i>Presented by coach, presenter and author <u>Paul McCarthy</u></i>

Morning Tea

10.30 – 11.15 <i>[Select 1]</i>	<u>Small business websites</u> How and why to create a winning website <i>By small business website expert <u>David Lawrence</u></i>	<u>Succeeding at networking</u> Beat minglephobia & harness relationships <i>By networking & motivation expert <u>Jack Fraenkel</u></i>	<u>Raising funds</u> Options to attract capital & investment <i>Panel discussion hosted by <u>Robert Gerrish</u></i>
11.15 – 12.00 <i>[Select 1]</i>	<u>Market research</u> Grow your business by knowing your tribe <i>By market research expert <u>Kate Tribe</u></i>	<u>Money matters</u> Seven key metrics driving profit & cash flow <i>By small business finance expert <u>Sue Hirst</u></i>	<u>Get noticed!</u> Grow your profile by speaking & writing <i>Panel discussion hosted by <u>Sam Leader</u></i>
12.00 – 12.45 <i>[Select 1]</i>	<u>Innovation & creativity</u> Releasing your creative genius <i>By creativity and innovation expert <u>Deborah Kneeshaw</u></i>	<u>Accessing advice</u> Government & Corporate support for your solo business <i>Panel discussion hosted by <u>Robert Gerrish</u></i>	

Lunch

LIKE MINDED LUNCH: *Over lunch, join any one of a number of special interest groups, even hop from one to another. Discussions will cover web development, time management, new technologies, creative services, finance & admin and more.*

1.45 – 2.30 <i>[All]</i>	Keynote presentation: <u>High performance:</u> Sustaining performance when flying solo <i>By leading performance expert <u>Andrew May</u></i>		
2.30 – 3.15 <i>[Select 1]</i>	<u>Online marketing</u> Fast track to the top of Google <i>By online marketing expert <u>Melissa Norfolk</u></i>	<u>Productivity</u> Don't get trapped: Master the art of delegation <i>By strategy & organisational expert <u>Megan Tough</u></i>	<u>If only I'd known!</u> Established soloists share what they wish they'd known at the start <i>Panel discussion hosted by <u>Robert Gerrish</u></i>
3.15 – 4.00 <i>[Select 1]</i>	<u>Writing successful sales proposals</u> A proven model for micro business <i>By sales proposal expert & author <u>Robyn Haydon</u></i>	<u>Measuring performance</u> Measuring what matters in a micro business <i>By measurement specialist <u>Stacey Barr</u></i>	<u>Beyond solo</u> Growth strategies & trends to watch <i>Panel discussion hosted by <u>Sam Leader</u></i>

Afternoon Tea

4.15 - 4.45 <i>[All]</i>	<u>Ideas into action:</u> A hosted interactive discussion on how to apply all of these new ideas and strategies to your business.
4.45 - 5.15 <i>[All]</i>	Keynote presentation: <u>Be remark-able!</u>: Creating a business that gets talked about <i>By Flying Solo founder <u>Robert Gerrish</u></i>

5.15 – 6.00

Join us for relaxed networking – a cash bar will be available for delegates.