

program}



LOVING YOUR OWN COMPANY *live!*  
**flying solo**

{ welcome to flying solo live }

today is all about creating a business you love and sharing your passion with a supportive community.

we've got australia's leading small business experts, lively panel discussions and lots of networking opportunities, so let's get started!

a special thank you to the following for their support of micro businesses: principal sponsor, the nsw department of state and regional development and partner sponsors, the commonwealth bank and the web showroom.

if you don't have to rush off at the end of today, come and say hello at the bar.

we hope you have a great day.  
love your work!

robert gerrish

sam leader

peter crocker

17  
Sep

08

Sydney

Australian Technology Park

# {thespeakers}

stacey barr  
"performance measurement expert"  
session: measuring what matters in a micro business  
www.staceybarr.com.au

jack fraenkel  
"motivator"  
session: succeeding at networking  
www.motivator.com.au

robert gerrish  
"flying solo"  
session: be remark-able!  
www.robertgerrish.com

robyn haydon  
"winning words"  
session: writing successful sales proposals  
www.winningwords.com.au

sue hirst  
"cad partners"  
session: seven key metrics that drive profit & cash flow  
www.cadpartners.biz

deborah kneeshaw  
"creativity consultant"  
session: releasing your creative genius  
www.deborahkneeshaw.com

david lawrence  
"the web showroom"  
session: how to create and market your website  
www.thewebshowroom.com.au

andrew may  
"performance expert"  
session: sustaining performance when flying solo  
www.andrewmay.com

paul mccarthy  
"business support network"  
session: how to attract more clients to your business  
www.bizsupport.com.au

melissa norfolk  
"norfolk internet group"  
session: fast track to the top of google  
www.technologypresentations.com

megan tough  
"complete potential"  
session: don't get trapped - mastering delegation  
www.completepotential.com

kate tribe  
"tribe research"  
session: grow your business by knowing your tribe  
www.knowyourtribe.com.au



# LOVING YOUR OWN COMPANY *live!* flyingsolo

# {theinformation}

exhibitors  
jegmc strategy consulting  
www.jegmc.com

icommo  
www.icommo.com

ideas into action  
www.ideasintoaction.com.au

send out cards  
www.sendoutcards.com/debtfree

i.t. on tap  
www.itontap.com.au

principal sponsors  
the nsw department of state and regional development  
www.smallbusiness.nsw.gov.au  
www.smallbiz.nsw.gov.au



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the web showroom  
www.webshowroom.com.au



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# {the program}

## 8-8.30 am

get in early to register and grab a coffee

## 8.30-9am

welcome - theatre

our MC james adonis and robert gerrish will kick things off with some suggestions on how to get the most out of the day.

## 9-10am

keynote presentation: attracting clients - theatre

"how to attract more clients to your business"

this session focuses on how to increase levels of client satisfaction. delivered with high energy and in an interactive style with practical how-to advice, this presentation paves the way for your business to enjoy greater market share and an increase in profits. presented by coach, presenter and author paul mccarthy

## 10-10.30am

morning tea

## 10.30-11.15am

select one

1. small business websites - theatre

"how and why to create a winning website"

if you know the internet is important, but don't know what the opportunities are for your business, this session is for you. this session explores why your business needs a website, the best approach to building a website for your small business, how you can get the most out of your website and what's in store for the future (web 2.0 and beyond). by small business website expert david lawrence

2. succeeding at networking - room 6a

"beat minglephobia & harness relationships"

your best leads come from the people you've met face to face. despite knowing this, few business people look to actively drive word-of-mouth in their sales efforts. in this session, you will learn the secrets of working the room, the art of conversation and how and when to follow up effectively. by networking & motivation expert jack fraenkel

3. raising funds - room 6b

"options to attract capital & investment"

in this session, finance experts from the commonwealth bank, the australian small scale offerings board and the australian private equity & venture capital association discuss the best way to go about attracting the money you need to get your business flying. panel discussion hosted by robert gerrish

## 11.15-12am

select one

1. market research - theatre

"grow your business by knowing your tribe"

this session busts the myth that market research is too difficult, too costly or not relevant for micro business owners. learn how to use the data you already have, where to research publicly available information, how to prepare low cost customer surveys and why getting to know your audience will benefit your business. by market research expert kate tribe

2. money matters - room 6a

"seven key metrics driving profit & cash flow"

for many soloists, financial management is a confusing and often avoided topic. this eye-opening presentation will simplify the issue of financial management in business. discover the seven key numbers to drive profit and cash flow, and gain practical tools to enable you to analyse your business and maximise your profits. by small business finance expert sue hirst

3. get noticed! - room 6b

"grow your profile by speaking & writing"

what better way to spread the word about your business than by speaking and writing about what you do? all members of this panel have done just that. discover how from panelists including kathie thomas, the queen of virtual assistants, life coach trish weston and business attraction expert richard woodward. panel discussion hosted by sam leader

## 12-12.45pm

select one

1. innovation & creativity - theatre

"releasing your creative genius"

designers are trained innovators. this session explores the designer's mindset and is all about encouraging you to think creatively the way designers do. in this enjoyable and hands-on presentation, you will get practical tools and insight into how designers invent new products, improve services and develop winning systems and policies. by creativity and innovation expert deborah kneeshaw

2. accessing advice - room 6b

"government & corporate support for your solo business"

in this session, representatives from the department of state and regional development, nрма, the industry development centre and clearly business will provide an overview of what's available and how to access it. panel discussion hosted by robert gerrish

## 12.45-1.45pm

lunch

like minded lunch: meet the people you want to meet.

over lunch, why not join one or more of our special interest groups? we have four running on the themes of: online marketing, creative services, finance & admin support and coaching & mentoring

## 1.45-2.30pm

keynote presentation: high performance - theatre

"sustaining performance when flying solo"

drawing on the proven science of physical and mental performance in elite sport, in this session you will learn how concepts such as performance zones, road runner syndrome, energy personalities and the performance dip affect your performance, and learn practical ways to harness your energy so every day is productive and purposeful. by leading performance expert andrew may

## 2.30-3.15pm

select one

1. online marketing - theatre

"fast track to the top of google"

discover how to cost-effectively generate targeted leads via the internet using a pay-per-click campaign. in this session, you will learn how to successfully set up and manage google pay-per-click campaigns, measure their success and avoid making expensive mistakes. you could be driving targeted leads to your website in a matter of hours! by online marketing expert melissa norfolk

2. productivity - room 6a

"don't get trapped: master the art of delegation"

there is not a single management skill more critical to your professional success than learning to delegate. once you learn these workable outsourcing strategies and processes, you will no longer see outsourcing as a cost. rather you will discover how delegation is a powerful and sustainable means by which to grow your business. by strategy & organisational expert megan tough

3. if only i'd known! - room 6b

"established soloists share what they wish they'd known at the start"

we all know hindsight brings 20/20 vision. in this session, you'll hear from panelists who have learned the hard way, so you don't have to! panelists including sales specialist grant hyman, seo expert louise gorrie and copywriter peter crocker. panel discussion hosted by robert gerrish

## 3.15-4pm

select one

1. writing successful sales proposals - theatre

"a proven model for micro business"

this practical, interactive session will show you professional tips and tricks that will dramatically increase your chances of winning business through writing successful proposals. it is ideal for soloists in consulting and service-based businesses and anyone who regularly needs to write proposals to close new business deals. by sales proposal expert & author robyn haydon

2. measuring performance - room 6a

"measuring what matters in a micro business"

without measurement, we simply don't have the feedback we need to take control of how our business is working. in this session you'll learn what measurement in micro businesses means, why it's so important, step-by-step guidance on how it's done, and samples of performance measures that you can apply immediately. by measurement specialist stacey barr

3. beyond solo - room 6b

"growth strategies & trends to watch"

is it possible to grow profits whilst staying small? how will the way soloists work change over time? what innovations ought soloists be abreast of? these are just some of the questions sam will put to the panel including trends forecaster kate tribe, strategy expert megan tough, internet consultant melissa norfolk and website expert david lawrence. panel discussion hosted by sam leader

## 4-4.15pm

afternoon tea

## 4.15-4.45pm

ideas into action - theatre

an interactive discussion on how to apply all of these new ideas and strategies to your business. hosted by m.c james adonis and robert gerrish

## 4.45-5.15pm

keynote presentation: be remark-able! - theatre

"creating a business that gets talked about"

when it comes to marketing and growing a business, there can be few initiatives that work as well as word-of-mouth. but what are the proven triggers that really get people talking? in this session, you will learn how to use 'opinions' to attract attention, the importance of language and engagement, and the 5 pillars of a remark-able business. by flying solo founder and business coach robert gerrish

## 5.15-6pm

join us for relaxed networking:

a cash bar will be available for delegates.

