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An Australian Government Initiative



waiting for the
INTERNET
to ring?



Then you definitely need to attend the 44Gallons Small Business Online Training Workshop FREE to all small businesses. In just 3 days you'll be on your way to building and extending your business via the internet.

Register online
www.44gallonstraining.com
or by calling 1300 212 484

AN EVENT YOU CAN'T MISS

Small businesses cannot afford to miss the opportunity to attend the FREE PROGRAM that is supported by the Dept of Innovation, Industry, Science and Research.

GROW YOUR BUSINESS

The program gives small businesses access to training, skills, and tools through a series of "hands on" workshops conducted at convenient locations.

LEARN FROM THE PROS

The 44 Gallons Small Business Online program empowers small businesses to grow their business through interaction with the internet.

Why attend

The workshops will be conducted by industry experts who will offer "hands on" workshops with real outcomes.

What is the SBO

The objectives of the Small Business Online (SBO) Program is to assist small businesses, including home based businesses, to go online.

Who will benefit

The 44 Gallons SBO program will engage with small business throughout Northwest and New England region of NSW to assist them to take up the vast array of opportunities that are sitting only a "click away".

What you'll learn

By the end of the program, you will have the skills and confidence to build and maintain your own website, take control of your marketing budget and ensure your business will be in a position to take advantage of the power of the internet.

WORKSHOP 1

WORKSHOP 2

CENTRE	DAY	WORKSHOP 1			WORKSHOP 2		
		MAY 2010	JUN 2010	JUL 2010	AUG 2010	SEP 2010	OCT 2010
		MODULE 1	MODULE 2	MODULE 3	MODULE 1	MODULE 2	MODULE 3
QUINDRI	MONDAY	10	7	12	9	13	11
TAMWORTH	TUESDAY	11	8	13	10	14	12
WALCHA	WEDNESDAY	12	9	14	11	15	13
ARMIDALE	THURSDAY	13	10	15	12	16	14
GUYRA	FRIDAY	14	11	16	13	17	15
GLEN INNES	MONDAY	17	25	19	16	20	18
TENTERFIELD	TUESDAY	18	15	20	17	21	19
INVERELL	WEDNESDAY	19	16	21	18	22	20
WARIALDA	THURSDAY	20	17	22	19	23	21
BINGARA	FRIDAY	21	18	23	20	24	22
BARRBA	MONDAY	24	21	26	23	27	25
MOREE	TUESDAY	25	22	27	24	28	26
NARRABRI	WEDNESDAY	26	23	28	25	29	27
GUNNEDAH	THURSDAY	27	24	29	26	30	28



COURSE DESCRIPTION

The 44 Gallons Small Business Online Workshops have been specifically designed with the small business person in mind - the backbone of the Australian economy.

If you, as a small business operator, retailer or professional or are:

- busy with your business
- time poor and under pressure to improve
- confused by the opportunities every one says that you have on the web,
- have desire to grow your business and take advantage of the internet and e business capabilities

Then the 44 Gallons SBO program is for you. We have designed the program so that you will see it as an investment in your business. The sponsors are also investing in your business - providing the workshops free of charge, knowing that successful businesses means a successful nation and vibrant economy.

The time that you spend by attending these workshops will yield instant results for your bottom line. This program is not for IT specialists or students - this is for owners and operators of businesses in rural Australia.

We have assembled content, presenters, resources, and networking opportunities that are normally only available at high cost seminars conducted in major cities and made them available to you free of charge.

THE COURSE DELIVERY

The 44 Gallons Small Business Online Program is a series of 3 x 6 hour modules or workshops conducted throughout the northern inland region of NSW. see map

44 Gallons understand that 18 hours is a lot of time, but we have structured the program so that it is conducted over a 3 month period - only 1 day per month. Think of it as an investment in your business future. You can achieve a lot in a full day away from the workplace - travelling kept to a minimum with maximum exposure to new ideas.

COURSE DESCRIPTION

Each program is divided into 3 modules - each building on the knowledge and skills developed at the previous workshop.

Day 1 Module: Digital Business World

ISPs, Security

Communication (email, skype and voip)

Online directories and search engines

Intro to websites (domains, hosting and tools)

Day 2 Module: Doing E Business

Social networking (facebook, twitter, linked in etc)

How to get the most from your website.

SEO and e business opportunities

Continue building your website

Day 3 Module: Making Money though E commerce

Online resources

Data storage and spam

Driving traffic to your site, ad words

Payment gateways

Go Live on your website

COURSE OUTCOMES

At the completion of the program you will have a working knowledge of how the internet can improve your business, you would have built your own website, optimised it and monitored it's effectiveness. You will have created accounts with twitter and facebook for your business and exploited those networking opportunities. You will know how to reduce your communication and marketing costs and yet achieve better ROI than ever. You will know when to call in an IT specialist and what type of service you need and what is involved.

Knowledge is the competitive edge in this dynamic world. On completion of this program you will have that knowledge.

ENTRY REQUIREMENTS

1. Basic computer skills
2. An ABN
3. The owner or employee of a small business

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44 Gallons TRAINING -SBO