



Townsville Bulletin
Tuesday 22/02/2011

Page: 17
Section: General News
Region: Townsville QLD, AU
Circulation: 26563
Type: Regional
Size: 129.63 sq.cms.



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Business Expo value packed

NORTH Queensland's inaugural Small Business and Franchise Expo is shaping up as an event not to be missed with 45 presentations and workshops from high-profile people, including NBN Co's Mike Kaiser and Brumby's executive Michael Sherlock.

The expo is sponsored by Yellow Pages, organised by the North Queensland Small Business Development Centre and will be staged at the Riverways Art Centre on March 25-26.

Workshop topics will range from smoothing cash-flow fluctuations and marketing a small business in the digital space, to turning ideas into money, franchising as a growth strategy, explaining intellectual property, and taking advantage of 2011 opportunities.



Mike Kaiser

Organisations offering the free 15-minute business advice time-slots include Roberts Nehmer McKee Lawyers for legal advice; WHK for accounting and succession planning issues; P3C for computer advice, including competitive IT structuring in business; and the Australian Competition and Consumer Commission for information on fair trading and consumer protection laws.



Michael Sherlock

NQSBDC chief executive Brian Arnold said yesterday a key goal was to offer attendees value beyond what they would usually receive at an expo.

"We hope business owners, franchisees, and those contemplating a venture will take advantage of the free resources as they would usually be costly to secure," he said.

Mr Kaiser, external affairs principal for NBN Co which is charged with building and operating the federal government's high-speed broadband network, would be a keynote speaker at the Expo Business Breakfast, as would Mr Sherlock who made bakery franchise Brumby's a business success story.

Expo information at www.businessfranchiseexpo.com.