



RIVERLAND DEVELOPMENT CORPORATION

6 Kay Ave Berri SA 5343

Phone: 85 808 500

FREE EDUCATION SESSIONS FOR BUSINESSES AND TRADERS- Provided by RDC

WORKSHOPS AND INDIVIDUAL MENTORING FOR BUSINESSES IN OUR REGION

Date	Event Name	Description	Venue/Details	Times
24 th Feb 2009 Tuesday	RECORD KEEPING - ATO	Australian Taxation Office, learn how to maximize your returns and minimize any problems relating to your annual tax return	Loxton Hotel	5.30 pm– 8.30pm
30 th March Monday	WEB WRITING Workshop - David Rawlings	Learn how to structure your web information and delivering what people expect to see. Ensure your website is searchable and able to evaluate it. Good content is a must.	Renmark Club	6.00pm -9.00pm Light Tea upon arrival
30 th March Monday	STRATEGIC MARKETING & SUCCESSFUL SALES – Kerri Akkermans	This sales and marketing workshop will provide traders at first clear fundamental differences between marketing and sales functions. You will learn to be able to reassess current strategies and maximise growth opportunities with excellent planning techniques.	Renmark Hotel /All day Limited to 10 owners/managers Places are limited. Book early to get a place.	8.00am – 5.00pm Catering will be provided throughout the course.
31 st March Tuesday	1 Hour Individual Web Writing coaching sessions - David Rawlings	Individual 1 hour appointment with David Rawlings to savvy your information on your website with excellence! (for 5 participants). Preference will be given to those who attend the workshop.	RDC 6 Kay Ave Berri Small Conference room. Places are limited. Book early to get a place.	9.00am – 3.00pm
31 st March Tuesday	PR AND MEDIA FOR SMALL BUSINESS workshop - David Rawlings	The benefits of using public relations and how to get media coverage. Brochures and how to put them together. Should you use newsletters? How to use your website effectively and what benefits do you get out of sponsorship?	Loxton Hotel	6.00pm -9.00pm Light Tea upon arrival

Riverland Development Corporation is encouraging a strong focus towards developing excellent business principles in our Riverland Region. These education sessions are for Businesses, Traders and Business Owners. They are free for you to attend. Please work out your timetable and book early. We need to know who is attending for catering and organising purposes. – Robyn Ormsby - Riverland Development Corporation Ph: 85 808 500 or rdorbyn@riverland.net.au

Date	Event Name	Description	Venue	Times
1 st April (Wednesday)	1 Hour Individual Web Writing coaching sessions - David Rawlings	Individual 1 hour appointment with David Rawlings to savvy your information on your website with excellence! (for 5 participants). Preference will be given to those who attend the workshop.	1 hour individual web writing coaching sessions. Places are limited. Book early to get a place.	9.00am – 3.00pm
1 st April Wednesday	EBAY AND ONLINE AUCTIONS Workshop David Rawlings	Why would you use eBay and other online auctions as a business tool? Customer makes a sale – what next? Look at Paypal and security when selling online.	Berri Golf Club	6.00pm -9.00pm Light Tea upon arrival
6 th April Monday	DEVELOPING SELLING SKILLS – Trevor Ford	One simple truth about buying and selling – it is surely that all people have needs and to satisfy those needs, they buy things! The better we are at communication the more successful we are likely to be. But there is more to it than delivering a well rehearsed sales pitch!	Loxton Hotel Pyap Room	6.00pm -9.00pm Light Tea upon arrival
2 nd April Thursday	1 Hour Ebay Individual Coaching sessions - David Rawlings	One on one 1 hour appointment with David Rawlings to assist you selling online in your business.	RDC 6 Kay Ave Berri Small Conference room Places are limited. Book early.	9.00am – 3.00pm
2 nd April Thursday	PR AND MEDIA FOR SMALL BUSINESS workshop - David Rawlings	The benefits of using public relations and how to get media coverage. Brochures and how to put them together. Should you use newsletters? How to use your website effectively and what benefits do you get out of sponsorship?	Waikerie Hotel	6.00pm – 8.30pm Light Tea upon arrival
11 th May, 2009 Monday	MANAGEMENT BY NUMBERS – Analyse your businesses- David Muller	This workshop covers compliance accounting, management accounting and financial statement interpretation. The workshop addresses cash flow management, pricing products and services for profit, cost accounting and more.....	Renmark Hotel/ All day Conference Rm. Limited to 10 owners/managers Places are limited. Book early to get a place.	8.00am – 5.00pm Catering will be provided throughout the course.

22 nd June 2009 (Monday)	CREATING A BUYING ENVIRONMENT – How to increase sales – Kerrie Akkermans	Stand out from the crowd! This workshop addresses the chronic issue of sameness in sales. Businesses struggle to stand out from the crowd. Creating a buying environment using theme-in and experiential based selling can achieve this for you.	Berri Resort Hotel	6.00pm – 9.00pm Light tea upon arrival.
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For those who wish a one on one 1 hour appointment with David Rawlings please ring RDC for your appointment time. We will try to make times to suit you. Riverland Development Corporation - Phone: 85 808 500 or email rdcrobyn@riverland.net.au