

# business development programs

Free business development programs will be held during the fair. Please note that there are two locations where the seminars will be held.

- 1) MCEC - Meeting Room 3, located at the front of the Melbourne Convention & Exhibition Centre upstairs
- 2) Melbourne Showgrounds – Port Phillip Room.

Contact Kellie Holmes on 02 9422 2531 to reserve your position now



## Inspire Your Customer to Invest in Outdoor Living & You'll Profit from the Experience

Presented by Steve Taylor

**Saturday 1 August 2009  
Melbourne Showgrounds**

Time: 11am - 12pm

Steve Taylor, an Award-winning Landscape Designer, will take you through some of the basic principles of 'Outdoor' design trends and tell you about the accessories that consumers are wanting to complement their outdoor living areas. He'll update you on the latest outdoor kitchen ideas and all the other accessories that are in vogue. If you sell barbecues, kitchens, outdoor furniture, umbrellas or the multitude of other accessories then you'll need to hear Steve's presentation.



## Growing your Business during Tough Economic Times

Presented by Federico Re – Founder and Director, Creative Entrepreneur

**Saturday 1 and Sunday  
2 August 2009 – MCEC**

Time: 1pm - 2pm

Entrepreneurial in spirit and renowned for his successful business career within the wholesale and retail sectors, Federico Re, will carefully examine the key business platforms necessary in maintaining business growth and success, during these tough economic times.

The session will simultaneously explore the vital elements of entrepreneurial thinking and how this strategic mindset can have a powerful and positive effect on business growth.

Essentially, every economy brings new opportunities, and those who make the right decisions and have the right attitude will reap the rewards in the long term.

[www.creativeentrepreneur.com.au](http://www.creativeentrepreneur.com.au)



## Turning Ordinary Sales and Surplus Stocks into Profits

Presented by David Wilson  
Business Coach FAICD

**Sunday 2 August 2009 – MCEC**

Time: 11am - 12pm

Learn how to turn ordinary sales and surplus stocks into profits before and after Xmas, and have a life at the same time. This session will take you beyond the gloom and doom of other businesses and set you apart from them in sales, profits and life!

David is a motivating presenter that cuts to the issues in simple language using proven strategies and tools that you can apply immediately. David is the winner of The Gift Awards 2007 – Outstanding Industry Contribution.

[www.davidwilsonbusinesscoach.com.au](http://www.davidwilsonbusinesscoach.com.au)



## Managing Your Buying – How to Increase Sales in Tough Times!

Presented by Debra Templar

**Monday 3 August 2009  
Melbourne Showgrounds**

Time: 11am - 12pm

Effective use of open-to-buy (OTB) planning will help you determine how much to buy. It also helps determine when to buy merchandise, cancel orders, take markdowns and plan receipts. Ultimately this leads to lower markdowns, improved margins, lower interest costs, better cash flow, tighter stock control, improved store image, and happier customers.

Come and learn how to use OTB to manage stock in departments, categories, classes, price lines and, ultimately, your store. Debra Templar of Australian Retail Services will show you how to make OTB part of your business – like all things, it's easy when you know how!



## Increase Sales Dollars for Your Retail Store

Presented by David Wilson

**Monday 3 August 2009  
Melbourne Showgrounds**

Time: 2pm - 3pm

With these difficult times we now need to focus on getting the maximum dollars from each customer without being pushy. It is a fine line, learn how the best of the best do it.