

## Regional Speaking Topics

### Regional Retail Revival

Every regional retailer needs to make the most of peak times like Christmas, winter in July or hot holiday summers. They also need to maximise their revenue from locals, tourists, tree changers, sea changers and even seasonal visitors.

This workshop shares the secrets that successful regional retailers use to boost their revenue in peak periods. From promotions and window display to customer service, merchandising and e marketing, this workshop is full of cost effective, practical tips and tricks for increasing average spend and number of visits:

- Take a look at your business through your customers eyes
- Find out why not all customers are equal
- Maximise the impact of your product range with tips for merchandising and display
- Use the “ant tracks” in your retail outlet to sell high profit products
- Learn the power of window displays and the “silent sales message”
- Discover winning strategies in the battle of the sexes when it comes to shopping
- Find out how to use promotions to add wow to your business
- Understand the true value of your existing customers

### Discover the Hidden Potential in Your Town

Your town could be an undiscovered goldmine of revenue for your local business community. Township marketing plans are a way of increasing visitation, boosting average spend and promoting a positive image for the local business and tourism operators.

Small business expert Linda Hailey has developed more than 20 Township Marketing Plans for small towns and villages throughout Queensland, New South Wales and Victoria. In this session she will share her tricks of the trade and show you how to read your town and capitalise on every opportunity without spending a fortune!

- Hear about the changing face of small towns in regional Australia and what the key issues might be for your town
- Find out how to get started, who to involve and how to avoid the pitfalls
- Discover where to look for clues and how to translate them into strategies
- Learn the secrets of the butchers shop and how lamingtons can beat the drought

This is a practical workshop full of case study anecdotes and practical advice for anyone working closely with a small town or village.

## How to Succeed in Challenging Times

When it comes to the crunch there are three ways to boost your business; reduce your costs, find new customers or get your existing clients to spend more!! But let's face it, price conscious consumers, increasing competition and changing population and tourism profiles are all creating challenges for regional SME's.

Regional businesses that want to thrive and not just survive will need to take a whole of business approach and change their focus on business management and marketing. This practical, no nonsense seminar shares the secrets of successful businesses and shows you how to realise the potential in your business, improve your bottom line, increase average spend and find new clients.

This practical session is a must for anyone who wants to thrive this year and beyond.

- Find out how other businesses react and respond to challenges
- Take the health check and see how you rate
- See how you can play the numbers game to boost the profit in your business
- Discover why it pays to chase the value rather than the volume when it comes to finding new clients
- Understand the true value of your existing clients
- Learn the top ten coping strategies for challenging times

## Winning the Marketing War

In this day and age regional businesses that want to thrive and not just survive will need to change their focus on marketing. Advertising and generic strategies are no longer enough to increase revenue and profit in an increasingly competitive marketplace.

Regional businesses also face specific challenges as their local populations change and they need to capitalise on opportunities from tourism markets, new residents and new industries. This practical presentation takes the mystery out of marketing and shares the secrets of successful businesses that thrive and not just survive. You don't have to be a marketing whiz kid to build your business using this easy approach to marketing.

- Discover how to use marketing to boost your bottom line
- Learn to be customer focused not product focused
- Discover that not all clients are equal, don't try to be all things to all people
- Find out how trends can keep you ahead of the pack
- Understand the true value of existing clients
- See competition as a challenge not a catastrophe