



Invitation: E-Business Workshop in Darwin

Learn how to use E-Business to increase your export sales

Why you should attend this workshop

During this full day workshop, Austrade's David Turner will:

- Introduce you to E-Business language and concepts
- Demonstrate how you can increase traffic to your website using search engines, email marketing and links
- Show you ways to improve your service to customers through easy payments, tough security, increased privacy and reduced spam
- Present best practice exporter websites
- Provide you with a full set of course notes to refer to after the workshop

Workshop outcomes

On completion of this workshop, participants will be able to:

- Understand the value in having a good website
- Apply strategies to improve website presentation, content and function
- Attract more visitors to their website and convert them into customers
- Optimise the effectiveness of search engines
- Understand the online payment process and privacy issues

Presenter

- David Turner, E-Business Advisor, Austrade Sydney

David is an E-Business specialist with a particular focus on the use of web technologies for the empowerment and profit of business. David has over ten years industry experience and has consulted to hundreds of Australian businesses from across all industries on their web strategies.

Places are limited – please register now

Don't miss your chance to learn the latest in E-Business information.

Register by contacting Bernie Kelly, TradeStart Export Adviser, Chamber of Commerce NT in Darwin, on telephone 8982 8144 or email bkelly@chambernt.com.au.

RSVP by no later than Thursday, 7 May 2009, or until places are filled.

Important information

Date:

Tuesday 12 May

Venue:

Chamber of Commerce NT
1/2 Shepherd Street
Darwin

Time:

Registration: 7.45 am

Start: 8.00 am

Finish: 3.45 pm

Cost

This event is free

It will include morning/afternoon tea and a light lunch

Who should attend?

Northern Territory companies from all industry sectors who wish to learn more about how E-Business can benefit their business.