

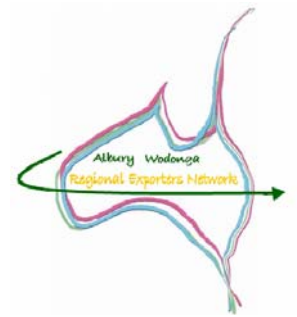


Australian Government
Austrade

You don't need to be a 'geek' to make your website work for you!

Learn how to use your website more effectively to boost international sales, at Austrade's

E-business for Exporters workshop



Austrade's e-business experts, Edwin Kuller and Derek Jardine, are specialists in developing websites as international marketing tools. At this workshop, they'll provide you with easy to implement tips to increase your website's visibility in cyberspace and advice about how to sell your products online.

Interactive workshop sessions will include:

Why do business online?

An introduction to e-business language and concepts (including an interactive session focussing on e-business drivers, a useful framework which will help you place your e-business and online activities within a strategic context).

How to market your business online

A discussion of online marketing tactics, including search engine optimisation, linking, email and various techniques to make a website more attractive to search engines and ways to drive users to your website (including pay-per-click advertising).

Website Walk-throughs

An interactive feedback forum looking at workshop participants' websites - receive practical advice about what you are doing right and suggested areas of improvement.

How to sell online

This session considers the sales process cycle and looks at how it can incorporate offline and online elements together. A section on B2B will look at e-marketplaces plus a section considering issues relating to online payment.

Date:	Thursday 8 th December – ALBURY/WODONGA
Time:	10.30am – 5.00pm
Where:	Albury Wodonga Area Consultative Committee, Board Room 1/512 Swift Street, Albury, NSW, 2640.
Cost:	\$70.00 (incl GST). Includes lunch, refreshments and course notes.

Register Now!

See overleaf for registration details.

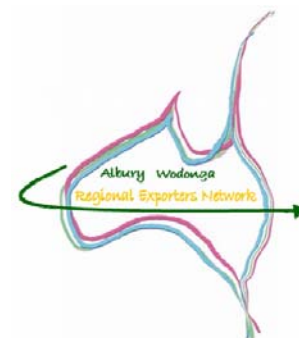
Contact Nicole Peters, Austrade Melbourne for enquiries.

Tel: 03 9648 3204 or email: nicole.peters@austrade.gov.au



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E-business for Exporters workshop



Registration Form

ATTN: NICOLE PETERS – AUSTRADE MELBOURNE
FAX: 03 9648 3100

8th December – Albury/Wodonga

Places are limited: Please await for email confirmation of your place.

Company Name: _____

Contact Name: _____

ABN: _____

Phone: _____

Email: _____

Website: _____

Industry/Product: _____

Workshop Participation Cost: A\$70.00 (including GST)

I am paying by (please tick box below):

BANKCARD MASTERCARD VISA AMERICAN EXPRESS DINERS

Card Number: _____ - _____ - _____ - _____

Name on Card: _____

Card Holders
Signature: _____ Expiry Date _____

CHEQUE

Please make cheques out to to - Austrade
Post to: Nicole Peters, Austrade, PO Box 310, South Melbourne MDC, VIC, 3205

On receipt of your payment this will become your tax invoice /receipt for GST purposes. Please retain a copy for your records.

NO REFUNDS – Substitute company delegate accepted.

Australian Trade Commission (Austrade)
ABN 11 764 698 227