



Industry &  
Investment



## MicroBiz Workshop Series

### MAKING DOLLARS AND INTERNET SENSE

– e-marketing and financial know-how for creative professionals

*This exciting workshop will provide you with the essential business skill set of marketing and finance, tailored especially for small businesses working in the creative industries.*

**EAST MAITLAND – WEDNESDAY 3 March 2010**

#### **Workshop**

Learn how to develop an online marketing plan and how to create an e-marketing strategy. Combine this with an understanding of basic profit and loss statements, cash flow and pricing information. This all day workshop will provide you with the know-how to put a price on your product, sell your product, and importantly, profit!

#### **Presenter**

Carolyn Loton is the Principal of Juntos marketing and holds a master of Business Administration from Edinburgh University as well as a Diploma in Marketing and Bachelor of Applied Science. She is a member of the Marketing Women Association, a regular mentor in their mentoring program and a lecturer at the Sydney University Continuing Education Centre.

#### **Who should attend?**

The seminar is targeted to solo, micro and small businesses in the creative industries sector.

#### **Cost**

**FREE** to business owners and managers.

#### **Where**

East Maitland Bowling Club  
Bank Street  
East Maitland

#### **Time**

8.45am Registration  
9.00am – 4.30pm

Morning and afternoon teas and light lunch will be provided.

#### **REGISTRATION**

Numbers are strictly limited so registration is essential. To register please visit:  
[www.smallbiz.nsw.gov.au/events](http://www.smallbiz.nsw.gov.au/events)

Please register by 24/2/2010.

#### **Further information contact**

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More events for small businesses added every day.

Visit [www.smallbiz.nsw.gov.au/events](http://www.smallbiz.nsw.gov.au/events) for information and to register.