

flyingsolo **LIVE!**

BRING OUT THE BEST

The program

8.00 – 8.30 Get in early to register and grab a coffee.
 8.30 – 9.00 **Welcome and official opening: Theatre**
 Robert, Sam and Peter will get the ball rolling, with The Hon. Steve Whan, NSW Minister for Small Business, opening the conference.

9.00 – 10.00 **Keynote presentation: Theatre**
High performance: It's time to bulletproof your business
Presented by leading small business expert Andrew Griffiths
 Using practical examples, Andrew gives invaluable guidance on how to be creative, find more business without spending more money, and the trick to balancing business and life.

10.00 – 10.30 **Morning tea**

10.30 – 11.30 **Online marketing: Theatre**
Attract customers using low cost strategies
By online marketing expert and writer Valerie Khoo
 Valerie reveals how low-cost and no-cost marketing strategies such as email and online marketing helped her turn her one-person operation to a leading writing training centre.

OR
Global opportunities: Room 6a
Follow the money to global opportunities
By offshore business expert David Thomas
 Learn how to take advantage of new global opportunities and secure new customers in emerging countries that are thriving despite the global financial crisis.

OR
Outsource yourself: Room 6b
Expert panel discussion hosted by Sam Leader
 This panel will help those looking to outsource some of their own work and those hoping to persuade clients they need their skills as a resource. Panelists are the 'process ninja', Craig Reid, VA extraordinaire, Bronwen O'Brien and outsourcing advocate Linda Anderson. Together, they will share invaluable advice on outsourcing.

11.30 – 12.30 **Face to face networking: Theatre**
The 7 habits of highly effective networkers
By networking expert Kim McGuinness
 Kim shares real life success stories that demonstrate how to develop a solid networking plan that's guaranteed to create enjoyable and beneficial relationships.

OR
Money matters/accounting: Room 6a
What your parents should have taught you
By small business accounting expert Heather Smith
 Heather teaches critical financial literacy to small business owners – practical, simple and important tips you'll be able to apply to your business straight away.

OR
Work life balance: Room 6b
More time. Less stress.
By work life balance expert Kate James
 A reminder that you hold the key to effective time management and a healthy approach to work and life. This session will deliver simple, yet powerful strategies for regaining control.

12.30 – 1.30 **Like minded lunch**
 Join one of six special interest tables covering: Social networking junkies, Organisers & VAs, Coaches corner, Flying Solo forum meet-up, Creative types, Web professionals... or just hang out with whoever takes your fancy!

1.30 – 2.00 **Keynote presentation: Theatre**
Inspiration: Conquer the world one coffee at a time!
Presented by award winning business dynamo Angela Vithoulkas
 Angela reveals the insights and lessons she has learnt from her years of running a highly successful café chain in Sydney's CBD. You will be enthralled and inspired.

2.00 – 3.00 **Online networking: Theatre**
The connected business
By global online networking expert Iggy Pintado
 Discover how cost-effective social media tools such as LinkedIn, Facebook and Twitter can be smartly leveraged to grow your business.

OR
Creative thinking: Room 6a
Your edge in challenging times
By creative thinker, trainer & writer Joanna Maxwell
 Packed with practical tips and examples, Joanna will demonstrate the four cornerstones of creative thinking. Find out how to adapt, survive and flourish in these changing times.

OR
Make an impression! Room 6b
Expert panel discussion hosted by Sam Leader
 Discover how to sharpen up your personal and business image. Hear from personal image expert Chris Rewell, marketing guru Charles Cuninghame, professional writer Lucinda Lions and business presentation consultant Maria Pantalone.

3.00 – 4.00 **Effective selling: Theatre**
New rules for winning new business
By sales expert Steve Herzberg
 In this engaging session you'll learn how to hook more of the right types of clients in three essential steps. The rules have changed in 2009! Gain the skills and confidence you need to thrive in today's market.

OR
Google advertising: Room 6a
A step-by-step guide to Google advertising
By Google marketing expert Philip Shaw
 Advertising online can be highly effective, but for many it is overwhelming. Philip gives a step by step guide on how to use Google advertising to grow your business, even if you don't sell online!

OR
Gadgets & innovations to get more done: Room 6b
Expert panel discussion hosted by Robert Gerrish
 Joining Phil Offer from Optus Business and Craig Simms from BNET Australia, are two successful tech-hungry entrepreneurs, Janet Horton from Handspring Consulting and Michael Sharkey from Sharkey Media. Together this small band of technology experts will discuss the best gadgets and online tools that can boost productivity.

4.00 – 4.15 **Afternoon tea**

4.15 – 5.30 **Keynote presentation: Theatre**
Motivation: Get out of the pit and get it happening
Presented by international performance expert Terry Hawkins
 Why do some people achieve great success, regardless of hardships, while others fall into a heap when faced with negativity? Terry's answers will challenge the way you think!

5.30 – 6.00 **Closing drinks**

Join us at the cash bar for some relaxed networking.

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Please give us your feedback at the close of each session. Feedback Forms are in your event bag.

During the day we will be running the BNET Australia Video Lounge, filming interviews for subsequent online publication.