



The program

8.00 – 8.30 Register early, grab a coffee and check out our exhibitors

8.30 – 9.00 **Welcome! Theatre**
Ben Angel, our Maestro of Ceremonies, will kick off proceedings with one of his Personal Branding Briefs, accompanied by the FS Crew.

9.00 – 9.15 **Official Opening: Theatre**
A spokesperson for the NSW Minister for Small Business will open the conference and share highlights of Small Business September.

9.15 – 10.00 **Keynote presentation: Theatre**
Small business, big marketing
By Australia's #1 marketing podcaster Tim Reid
Tim is a master at helping micro business owners attract more clients. No waffly theories, no big budgets needed, just practical and high impact marketing ideas that you can implement as soon as you get back to the office.

10.00 – 10.30 **Morning tea**

10.30 – 11.30 **Networking: Theatre**
High stake conversations – How to ACE your confidence, credibility and connections
By conversation coaching expert Hugh Gyton
In this highly entertaining and hands-on session, you will discover how to dramatically improve your conversation skills to enhance your performance and achieve better results in business, at home and socially.
OR
Business technology: Room 6a
Soloist 2.0 – How to attract, serve and retain your ideal customers through technology
By small business technology expert Janet Horton
What technologies are driving real results for today's micro business owners? Leaving all geek speak at the door, this practical session covers the key tools you need from marketing and sales, to efficiency and automation.
OR
Motivation: Room 6b
How to fire on all cylinders, all the time
By motivation expert Deborah Keep
Learn how to fire up your own motivation whenever and wherever you need to. This inspiring session teaches proven strategies that you can implement straight away to boost your productivity and maximise your business results.

11.30 – 12.15 **Keynote presentation: Theatre**
The art of social inclusion – building wellbeing through diversity, creativity and community
By soprano and entrepreneur Tania de Jong AM
With humankind interacting more and more via digital screens, how do we avoid disengagement and build communities that are cohesive, productive and creative? This powerful presentation presents a ground breaking concept for the future.

12.15 – 1.15 **Like minded lunch**
Join one of our special interest tables to hook up with Forum members, Twitter types, Facebook fans, Creatives, Geeks, Bean counters and Entrépreneurs. That last one was a culinary joke, but you get the idea.

1.15 – 2.00 **Plenary activity: Theatre**
Following a post lunch warm up from Ben Angel, join in a lively, community discussion with the Flying Solo crew. Where is the community headed? How can you make the most of your involvement? What more can we do for you? Does Sam really cook for 6 hours every day?

2.00 – 3.00 **Public speaking: Theatre**
How to be memorable and connect using the power of personality
By public presentations specialist Pete Miller
Customers buy YOU before they buy your product. Using proven performance skills, this dynamic session shows how easy it is to be a great communicator and how to get to the heart of your customers by 'entertaining' your message.
OR
Online Marketing 101: Room 6a
What you need to know about succeeding online
By web marketing specialist Belinda Jackson
Confused about SEO, blogging, Twitter, Facebook, YouTube and websites? In her simple, easy-to-understand style, Belinda cuts through the hype to reveal which online marketing strategies you should focus on for maximum returns.
OR
Getting organised: Room 6b
The seven secrets of an organised office
By productivity coach Roz Howland
If you could access seven simple, powerful tools to increase your levels of organisation and productivity, and in turn increase your bottom line, all for free, would you grab them? At this fun, interactive seminar you'll hear about all seven.

3.00 – 4.00 **Business Planning: Theatre**
How to design a profitable business
By business profitability expert Julia Bickerstaff
Does your business pay you fairly for all your effort? Julia will teach you to define what 'profitable' means for you, create profitable foundations, make your money model work harder and refresh your pricing to maximise profitability.
OR
Leadership: Room 6a
Seven secrets of magnetic leaders
By leadership expert Zoë Routh
In her thought and action-provoking presentation, Zoë shows you how to become a confident and highly influential business leader, even if you're an introvert and especially if you work alone or with a small team.
OR
Website writing: Room 6b
Converting browsers into buyers with powerful web content
By professional copywriter Lucinda Lions
Do you want your website to become a lead-generation machine that inspires website visitors to become paying customers? If so, then bring your pen, your paper and your passion to this enlightening session.

4.00 – 4.30 **Afternoon tea**

4.30 – 5.30 **Keynote presentation: Theatre**
Know first. Be first. Profit first.
By futurist and innovation expert Craig Rispin
A leading specialist in emerging business, people and technology trends and how to profit from them, Craig will reveal the massive changes ahead for small business and provide specific ideas on how you can profit from them.

5.30 – 6.00 **Closing drinks**
Join us the cash bar for some relaxed networking

