



THE SMALL BUSINESS MASTERCLASSES

Series Three

COMMENCES MARCH 20



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Cairns Regional Council and CCIQ



The Chamber of Commerce and Industry Queensland (CCIQ) is working with Cairns Regional Council to ensure all Cairns small and medium businesses have access to the best advice to boost their enterprise. All sessions in the series will ensure participants can access easy-to-implement practical tips and real-life local business stories.

There will also be a networking opportunity immediately following each masterclass.

Masterclass 1 HR: How improving people management can lead to improved profitability.

This Masterclass will help your business improve your HR practices to benefit productivity and profitability. You will hear from likeminded speakers about how to implement real strategies and tools to benefit your business.

Date: Monday 20 March, 2017

Time: 10am - 12pm

Location: CQUniversity Cairns Campus (Room Level 3.40)

Cairns Square, Cnr Abbott & Shields Sts, Cairns, Qld

Cost: \$15 registration fee includes refreshments and materials.

Masterclass 2 Go Global! International customers are at your fingertips.

Understanding and connecting with international customers is vital for your business to thrive in this global economy. Join us in Masterclass and learn how you can better use the global market to build your business from our network of local experts.

Date: Wednesday 22 March, 2017

Time: 10am - 12pm

Location: BDO, Cairns Corporate Tower, Level 1/ 15 Lake Street, Cairns Qld 4870

Cost: \$15 registration fee includes refreshments and materials

Masterclass 3 Marketing Must-Dos: Have you got your foundations right? It's never too late.

It's often hard to allocate resources to marketing without having a guarantee of return on investment. So how do you know what will work and what won't? Attend this Masterclass and our local experts will provide you with practical ways to build the foundations for marketing solutions of value to your business.

Date: Wednesday 29 March, 2017

Time: 10am - 12pm

Location: MacDonnells Law, Cnr Shields & Grafton Streets, Cairns Qld

Cost: \$15 registration fee includes refreshments and materials.