

Events to grow your business



The 2008 Business Growth program
Western Sydney



Department of State and
Regional Development



Survive or Thrive

The Savvy Small Business Person's Guide to Tough Economic Times Wednesday, May 6, 2009 – 8:30-10:30am

The Western Sydney Business Centre invites you to a special seminar with **Viktoria Darabi of Savvy and Successful.**

This seminar is designed to get you thinking about and proactively working on yourself and your business with strategies to make sure you are in the best shape for the managing customers and markets in these uncertain times.

You should attend if your traditional markets eroding or have some disappeared completely; if you have lost the 'fire-in-your-belly' for your business's potential; if you need practical ideas for exploring new markets, re-inventing yourself and leveraging publicity?

This seminar will cover

This seminar will provide ideas and inspiration for:

- Keeping Your Business Passion Alive
- Presentation/Image Audit
- Existing & Lapsed Customers
- Seeking Out New Target Markets
- Re-inventing Yourself – Your Business
- Identifying Emerging Opportunities
- Publicity and Personal Branding

What will you learn

- Techniques for keeping your business passion alive and conducting a presentation/image audit
- How to optimise existing/lapsed customers
- How to be alert to emerging opportunities and seek out new target markets
- How to go about the process of reinventing yourself, your business and leveraging publicity and personal branding.

Who should attend

Owners and managers of small to medium sized enterprises, whose traditional markets are eroding or have disappeared and feel they need fresh input, inspiration and ideas for marketing in the current economic climate; are invited to attend

Cost

This event is free.

When

6 May, 2009
8:30am to 10:30am

Where

Western Sydney Business Centre
NSW Department of State and Regional Development
Level 2, 470 Church Street (Cnr Harold St)
North Parramatta, NSW 2151

Further information contact

Mangala Srinivasan
Western Sydney Business Centre
P: 8843 1116
E: Mangala.srinivasan@business.nsw.gov.au

Register online at the <http://events.smallbiz.nsw.gov.au/> under Greater Western Sydney region.

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Unleash the Publicity Beast Within The Savvy Small Business Person's Guide to Getting Publicity Wednesday, June 16, 2009 – 8:30-10:30am

The Western Sydney Business Centre invites you to a special seminar with **Viktorija Darabi of Savvy and Successful.**

This seminar is designed to kick start you thinking about and proactively pursuing publicity-generating strategies. It will give you insights into the power of publicity, how the media works and how you can leverage this free marketing tool.

You should attend if you are a Start-Up Enterprise that needs to launch itself into the marketplace; an established business where you need to re-invent or re-launch yourself or product; or you are facing shrinking \$'s for marketing and need to acquire or polish your publicity skills for that extra kick.

This seminar will cover

- What, Why, How and When of Media
- About Journalists & the Media
- Press Releases
- Photos for the Press
- Story Angles & Pitching an Idea
- The Media Kit
- Publicity in Trade Magazines
- Optimising an Exposure Opportunity
- The Web Media Centre
- Personal Branding

What will you learn

- The elements involved in dealing successfully with the media
- The things to consider when producing a media kit and creating a website media centre
- How to maximise an exposure opportunity using publicity and exploring the relevance of personal branding

Who should attend

Owners and managers of small to medium sized enterprises, *who are at start up, established, re-inventing, re-launching, have new product to launch, but feel that they need to acquire or polish their publicity generating skills to take their business to the next level;* are invited to attend..

Cost

This event is free.

When

16 June, 2009
8:30am to 10:30am

Where

Western Sydney Business Centre
NSW Department of State and Regional Development
Level 2, 470 Church Street (Cnr Harold St)
North Parramatta, NSW 2151

Further information contact

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The Rise and Rise of Personal Branding

The Savvy Small Business Person's Guide to Self-Branding for Business Success

Wednesday, July 28, 2009 – 8:30-10:30am

The Western Sydney Business Centre invites you to a special seminar with **Viktoria Darabi** of **Savvy and Successful**.

Are YOU your business's key brand?

Are you a one person business that needs to re-launch or re-invent their image for the times?

Do you feel you need to raise your personal profile to take the business up a notch?

Have you got a business journey story ready to share so you can 'make your mark' in the world?

You should attend if you are a "one-person-show" at start-up or established, have a "people personality", product and special skills package that you feel could be leveraged.

This seminar will cover

- What is Branding?
- Why are Brands so Powerful?
- Personal Brands we Love and Hate
- Aussies & Gen Y
- Personal Branding in Cyberspace
- Personal Branding for Mere Mortals
- Elements of a Personal Brand

What will you learn

- The elements involved in creating a personal brand
- Discover if developing a personal brand is the way to go for you
- How to start thinking creatively about a brand for you

Who should attend

Owners and managers of small to medium sized enterprises, professional services, artists or artisans, *who are at start up or established, but feel that they need to develop or polish their personal brand to take their business to the next level;* are invited to attend.

Cost

This event is free.

When

28 July, 2009
8:30am to 10:30am

Where

Western Sydney Business Centre
NSW Department of State and Regional Development
Level 2, 470 Church Street (Cnr Harold St)
North Parramatta, NSW 2151

Further information contact

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About Viktoria Darabi

Viktoria was educated in Australia & NZ completing a BA Degree in French Language & Culture from Loma Linda University, Calif., USA.

Her marketing career has spanned over 25 years in the US & Australia working in a diverse variety of multi nationals, medium and small businesses in marketing roles caring for budgets ranging \$0 to \$1M.

For the last decade, she has spent her treechange in the Hawkesbury region of northwest NSW, developing a market leader, niche educational and manufacturing small business called *Renaissance Rocking Horses*, with her partner Chris Woolcock.

As Australia's largest and only fulltime maker of high quality heirloom rocking horses they offer made to order rocking horses, kits, plans, accessories, 3-day rocking horse making classes, group tours for seniors and a B & B.

During this time she also established an *Antiques Trail*, an *Artisan's Trail* and a *Regional Festival*, in her shire - all based on the principles of Co-operative and Relationship Marketing - and designed to encourage the groups to work together, improve their profiles and thereby increase tourism to the region.

She has conducted an annual boutique open weekend on her property, *Rocking Horse Lodge*. The inaugural event featured Huey his TV crew from "Huey's Cooking Adventures" and 50 hand-picked artisan and farmgate stall holders. It attracted over 1200 visitors and resulted in many episodes on Huey's Cooking Adventures featuring the Hawkesbury.

Viktoria writes freelance, mostly artisan profiles and the country lifestyle, which she loves and knows best. She is working on her first book which brings together the things she is most passionate about— sustainable treechange lifestyle using 'more-brains-than-bucks' marketing techniques — techniques that have helped sustain her artisan country lifestyle.

She is an evangelist for "more-brains-than-bucks," "more-drive-than-dosh," 'more chutzpah-than-cash' marketing techniques which she shares via her seminar, workshop and coaching business – *Savvy and Successful P/L*



Savvy & Successful