

Business Training



Calendar 2010

Upcoming Short Courses	Presenter	Annual Planner
*Starting a new business - marketing	Mark Pfieler	10th Feb, 5.30-8.30pm Masonic Lodge, Havelock St Ashburton
* Starting a new business Finance	Mark Pfieler	18th Feb, 5 .30-8.30pm Masonic Lodge, Havelock St Ashburton
*Preparing for the 31st March	Craig Rust	3rd March, 9.00 – 12.00 Masonic Lodge, Havelock St Ashburton
* Starting a new business – how to accomplish your goals through planning	Mark Pfieler	3rd March, 5.30-8.30pm Masonic Lodge, Havelock St Ashburton
*Maximising your marketing budget	Debbie Roberts	14 th April, 9:00 -12:00 Masonic Lodge, Havelock Street, Ashburton
*Contract Negotiation-Professionalise your Negotiation skills	Patrick Rottiers	28 th April, 9:00 -12:00 Masonic Lodge, Havelock Street, Ashburton
*Tourism Sector Series <ul style="list-style-type: none"> • e-marketing-“The secrets to Online Success” • managing people & resources • Finance- “Where Does the Money go?” • 	Sara Leadbetter To be advised Craig Rust	20 th April,-9,00-12.00pm Masonic Lodge, Havelock St Ashburton April 4 th May-
*1. Increasing the performance of your sales team -	Eddie Gibb	May
2. Understanding customer needs Building customer loyalty (over promise under deliver) Handling difficult customers	Eddie Gibb	May
3. Target Marketing Up-selling Closing the deal	Eddie Gibb	June
1. e-marketing & e-business (using the internet & technology to grow your business)	Sara Leadbetter	5 th May, - 9,00-12.00pm Masonic Lodge, Havelock St Ashburton
2. e-marketing Driving traffic to web site Converting that traffic	Sara Leadbetter	15 th June, - 9,00-12.00pm Masonic Lodge, Havelock St Ashburton
3.e-marketing Social Media Effective use of facebook, twitter & blogs	Sara Leadbetter	22 nd June, - 9,00-12.00pm Masonic Lodge, Havelock St Ashburton
Lean manufacturing (cutting costs and increasing production)	Chris Brenn	May
High Achievers		
1	Craig Rust	17 th June, - 9,00-12.00pm Masonic Lodge, Havelock St Ashburton
2		24 th June, -9,00-12.00pm Masonic Lodge, Havelock St Ashburton
3		29 th June, 9,00-12.00pm Masonic Lodge, Havelock St Ashburton

4		15 th July - 9,00-12.00pm
5		Masonic Lodge, Havelock St Ashburton
6		22 nd July, -9,00-12.00pm
		Masonic Lodge, Havelock St Ashburton
		27 th July, -9,00-12.00pm
		Masonic Lodge, Havelock St Ashburton
Presentation of your business (how the public sees your business, branding, projecting your message, etc)	Beck & Caul	June
Financing your business growth	To be advised	July
Achieving your business's profit improvement potential	To be advised	July
Developing a winning marketing plan	To be advised	August
How to measure and understand best use of your advertising budget	To be advised	August
Managing costs & reducing unnecessary overheads	To be advised	September
Making good business investment decisions	To be advised	September
Happy staff healthy business	To be advised	October
How to run effective meetings	To be advised	October
Team building	To be advised	November
Recruiting & retaining staff (your obligations and assistance available)	To be advised	November

*** Fully Funded by Trade & Enterprise New Zealand**

Please contact Glenda Thomson to register your interest for this year's training courses

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