



ACT
Government

Economic Development

BUSINESS IN FOCUS MONTH 2011

INFORMATION FOR EVENT PARTNERS

The third annual Business In Focus Month will be held throughout September 2011

Business in Focus Month is an annual program of events for the ACT. Local businesses can take advantage of events to access the information, skills and service providers they need to assist them to reach their full potential. The third Business in Focus Month, to be held throughout September 2011, will see business explore creativity as a key to business growth and success.

If your organisation offers services to small business in the ACT, then you should consider hosting an event as part of Business In Focus Month. Event partners from past years include peak industry bodies, registered training organisations and more. You are invited to discuss your plans for hosting an event during September with the Project Team.

CANBERRA, THE CREATIVE CITY

Creativity is a driving force in Canberra. The creative industries alone account for around 10 per cent of all ACT businesses. Canberra has a concentration of creative talent and expertise spanning different mediums, media, technology and applications. Underlying Canberra's visible face of art and culture is a growing creative industry with great variety, expert skills and boundless energy. But creativity isn't only for outwardly creative or arts based businesses.

Capitalising on creativity is a great way to help every business reach its potential. A creative culture can help business growth, enhance productivity, improve customer service and provide opportunities for staff to connect their job with their passions.

BENEFITS OF HOSTING AN EVENT DURING BUSINESS IN FOCUS MONTH

- Exposure for your business
- Increased awareness of your event(s)
- Promotion of your event(s) in the printed program and online through the Business In Focus Month website. The printed program is distributed to 42,000 people via The Canberra Times, with additional copies distributed through Business and Industry Development's networks
- Registration is free

WHAT EVENT PARTNERS HAVE SAID ABOUT PARTICIPATING IN BUSINESS IN FOCUS MONTH

"Through Business In Focus Month we attracted organisations that have not previously attended our courses. It was definitely worthwhile."

"We loved being part of this and we found it very well organised – will definitely do this every year!"

"It was well thought out and organised."

WHO ARE OUR EVENT PARTNERS?

Our event partners include industry bodies, business education providers and experts in business performance management.

WHAT IS EXPECTED OF EVENT PARTNERS?

- Discuss your plans for Business In Focus Month 2011 with the Project Team.
- Complete and submit your Event Partner form as soon as possible.
- Submit your event details by **12 July 2011** for publication in the Printed Program.
- Promote Business In Focus Month by using the logo, mentioning the month in all media releases, alerts, event collateral and websites/pages produced to promote your event, and providing links to www.business.act.gov.au.
- Attend the Launch of the Business In Focus Month Program on 15 August 2011.
- Distribute and collect hard copy evaluation forms to participants at your event(s). The evaluation forms will be supplied to you during August 2011.
- Complete a simple online feedback form about your events.

KEY DATES

ASAP

Submit your Event Partner form

12 JULY 2011

Submit your event details for inclusion in the Printed Program. Details not received by this date will only be promoted through Business In Focus Month on www.business.act.gov.au

15 AUGUST 2011

Printed Program distributed in The Canberra Times

Launch of Business In Focus Month. Business and Industry Development will host an event designed to promote the program of events.

SEPTEMBER 2011

Business In Focus Month

Collect attendee feedback on the day of your event(s) to return to the Business In Focus Month Project Team

COMPLETE ALL EVENT PARTNER REQUIREMENTS ON TIME FOR A CHANCE TO WIN AN *APPLE IPAD 2!*

Business In Focus Month Project Team

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