

GREAT BUSINESS PROGRAM



Thanks for registering and supporting the
Dubbo Regional Council's Great Business Program for 2019.

2019 PROGRAM OUTLINE AND KEY DATES

SESSION 1

TUESDAY, 26 FEBRUARY 2019

DUBBO REGIONAL THEATRE AND
CONVENTION CENTRE (DRTCC)

5:30PM – 6PM

SERVICE PROVIDER MINI EXPO – FOYER

6PM – 7:15PM

KEYNOTE PRESENTATION - THEATRE

Pete Williams

Entrepreneur, Advisor,
Marketer and Author

Talk Topic – **7 Levers of
Business – Case Study
Example Cadence – A Tale of
Fast Business Growth.**



Session includes 1hr Keynote presentation
+ 1 signed copy of Cadence
+ 7 online workshops

Pete Williams is an entrepreneur, advisor and marketer who Forbes recently called, "one entrepreneur today that every marketer should be modelling," while Inc. describes him as, "a savvy marketing strategist."

A Southern Region Finalist in the Ernst & Young Entrepreneur of the Year Program, a Small Business ICON (Best-in-Class) Recipient, and an Australian Business Award Winner for Marketing Excellence, he is the co-founder of numerous businesses across varying industries – from telecommunications services to e-commerce.

Having been referred to as "Australia's Richard Branson" in media publications. Pete first made a name for himself when, at age twenty-one, he sold Australia's version of Yankee Stadium, the Melbourne Cricket Ground, for under \$500 – which you can read about in his first book, **How to Turn Your Million-Dollar Idea Into a Reality (2007)**.

ACCOMPLISHMENTS

- Listed in Forbes "Top Entrepreneurs under 40"
- A Southern Region Finalist in the Ernst & Young Entrepreneur of the Year Program
- Small Business ICON (Best-in-Class) Recipient
- Australian Business Award Winner for Marketing Excellence
- Co-founder of numerous businesses across varying industries—from telecommunications services to e-commerce.
- New book, 'Cadence' has won 5 international awards, including Best Business Book at the International Business Awards

TALK TOPIC

THE 7 LEVERS OF BUSINESS GROWTH

You might be just like the over 27 million small business owners and managers around the world, most of whom open their doors to a feeling of overwhelm and confusion. They feel that panic because most have no idea how to grow the profits of their business. The typical advice provided by most speakers is to "hustle" and "work more hours", adopt new marketing "tactics" or just "work on your business, not in your business." The irony is, "more" is rarely the solution, and without a roadmap, even good advice is just that, advice. Consistent, measurable business growth doesn't require radical overhauls, massive investments or huge transformations. In this session Pete will show you how it simply requires riding the momentum of small "10% Wins" in seven key areas of your business.

SESSION 2

WEDNESDAY, 20 MARCH 2019
DUBBO REGIONAL THEATRE AND CONVENTION CENTRE (DRTCC)

6PM – 7:30PM

**KEYNOTE PRESENTATION
- THEATRE**

Chris Helder

**International Keynote Speaker
and Best Selling Author**

Talk Topic – **Useful Thinking**



Chris Helder is a business communication genius and master storyteller whose presentations have radically transformed how thousands of people worldwide communicate with clients, customers, colleagues, staff and teams. He has been a professional speaker for 18 years and has done over 2,450 presentations around the world.

He is the author of three bestselling books "The Ultimate Book of Influence" which has been published in five languages, "Useful Belief", which is one of the highest selling Australian business books of all time and "Cut The Noise" which is about achieving better results with less guilt.

SESSION 3

THURSDAY, 4 APRIL 2019
DUBBO RSL – THEATRETTE AND ROOFTOP TERRACE

5:45PM – 6:35PM TIM DWYER – GROWTH METRICS INTRODUCTION
- 'GOOGLE MAPS' FOR BUSINESS

6:45PM – 7:15PM STEVE SEMMENS – THE GOOD THE BAD AND
THE UGLY OF NETWORKING

7:30PM AWARDS PRESENTATION

7:45PM ONWARDS DUB VEGAS CASINO NETWORKING EVENT



Tim Dwyer

**Consultant, Entrepreneur,
Mentor and Keynote Speaker**

Talk Topic – **Growth Metrics
Introduction - 'Google Maps'
for Business**



Steve Semmens

The Persuader

Talk Topic – **The Good
the Bad and the Ugly of
Networking**



Tim Dwyer is a business growth specialist, consultant, entrepreneur, business leader, mentor and keynote speaker. Tim is a highly recognised leader in providing SMEs with the practical knowledge to deliver tangible results and to solve problems differently. He will be facilitating the Findex Growth Metrics program, specialising in helping businesses strategically grow, increase their business value, and hone their capabilities.

Tim strongly believes that "business is all about how you create the maximum value exchange, with the greatest amount of leverage, whilst having the most amount of fun". With a career spanning over 25 years, Tim and his team have worked with over 10,000 clients across global brands, large corporates, SMEs, and entrepreneurs.

Through this vast range and depth of experience, the Findex Growth Metrics Program de-codes the path towards business growth through several pragmatic and easily applied methods that will allow local businesses of the Dubbo area to discover their own bigger vision and design a clear business model to leverage growth, find quick wins and free up resources in 2019 and beyond.

This Keynote is an entertaining and inspiring story of the successes, mistakes, and absolute disasters you can make, when out and about networking. This presentation will give you some great tips on how to comfortably start conversations, successfully network, and avoid the pitfalls of any potential awkward situations.

It will educate and inspire your audience to, generate more sales leads through referrals and Networking activities the right way!

Known as the Networking King, Steve Semmens, 'The Persuader' is one of the world's leading experts in assisting small to medium businesses to work smarter by utilising Networking as their primary marketing tool.

He has been networking and building informal strategic alliances for over 30 years. Steve has a Bachelor of Business (Honours), is a Sessional Lecturer at Charles Sturt University, in the School of Management and Marketing, and is a Professional Member of Professional Speakers Australia. He has a strong interest in the development and growth of entrepreneurial leaders, especially in regional areas. Steve attends over 100 Professional Development and Networking Events a year.