

23 fresh ways to grow



**SMALL
BUSINESS
BOOSTERS
2018**



You might be surprised where pushing your own boundaries takes your business and career. Make it your mission to never miss a business opportunity again. You can scale up, pitch, connect with new customers and maximise your potential when you know how. Plus you'll be in great company. Make this your break-through year.



These brand new workshops and mini courses are for everyone. If you are an eligible small business owner or employee of an eligible small business they are fully subsidised* by the NSW Government under the Tech Savvy for Small Business Program. Places are limited; please hurry to secure your slot.



www.acecolleges.edu.au

*Check your eligibility at www.acecolleges.edu.au/students/funding-nsw

Digital, Social & the Web.



SOCIAL MEDIA FOR BUSINESS

Learn what social media platforms are available, what they do and which is the right fit for your business and your T.A. (Target Audience). You will look at niche platforms for your specific industry and also in depth at Facebook, Instagram, Pinterest and Twitter. Find out how to use social media effectively to build your brand and your B2B (Business to Business) and B2C (Business to Consumer) relationships. Create a social media platform you are proud to stand on.

If you are feeling left behind, or out of the loop here is an outstanding opportunity to upskill and get current.

Sat 5 May • 2 sessions
9.00am–5.00pm

SOCIAL MEDIA FOR BUSINESS - NEXT LEVEL

How to effectively use Google docs, Google + and LinkedIn to promote professional services or your business brand is the aim of this course. Use these platforms to improve professional connections, grow networking opportunities and increase your referral and knowledge base, attract new business and promote products and services.

Sat 19 May • 2 sessions
9.00am–5.00pm



DIGITAL MARKETING MATRIX

Understand and create your own digital matrix blueprint for referral, time efficiency and effective strategic digital marketing. Plus you will learn how to analyse the digital brand imprint you currently have.

EMAIL MARKETING

Take this course to understand the psychology of email marketing for your business without the hustle. Represent your business with integrity and lead the way with strong copy. Use email marketing to develop trust, loyalty and as a resource to increase revenue, expand your client base and awareness of your product or service, or grow your database. You will also learn how to create effective designs, target channels and time campaigns for best results. Be business savvy and let email marketing work for you.

Fri 11 May • 2 sessions
9.00am–3.00pm

You would want to get your matrix working for you to increase SEO, target audience engagement and sale conversions. The bonus is you can have your x-promotion and batching save you time, money and effort.

Fri 25 May • 2 sessions
9.00am–5.00pm

Digital, Social & the Web.

APPS/AUTOMATION FOR BUSINESS MANAGEMENT & MARKETING

It is possible to be time efficient, business savvy and maximise your return on investment. This is resource packed.

Learn how to:

- Optimise your time, engagement, interaction and management.
- Make it easy and mobile to operate your digital matrix, business and social media platforms.
- Learn how to use Apps and apply them to your business.

Sat 7 Apr • 2 sessions
9.00am–5.00pm



WEBSITES USING WORDPRESS

Design, create and learn how to update and manage a WordPress website for your business, community group or personal profile. Understand how your website anchors your digital marketing matrix. You will walk away with a free, functional website. Bring your ideas to life. Basic computer skills are required.

Fri 15 Jun • 2 sessions
9.00am–5.00pm

BLOGGING FOR PROFESSIONALS

Create a blog your target audience wants to read and keep them coming back for more – it is an essential part of your digital marketing matrix. Take this course to learn how to set up and create a professional blog to increase your public profile and become a recognised authority in your field. Build your brand and platform and make money while you blog. You will finish with a free functional blog.

Sat 16 Jun • 2 sessions
9.00am–3.00pm

Marketing.

BUILD YOUR BRAND AS AN AUTHOR

This is a digital media marketing course designed specifically for Creatives to gather and engage with your tribe using digital marketing. Learn which platforms and digital media to use to successfully promote your brand and build your readership.

Publishers will assess your organic digital footprint, spheres of influence and reach. Whether you are looking to promote a book, series or increase public relations this inclusive course covers the must know topics of social media platforms, email marketing and web layout. Basic computer skills needed in social media.

Tue 1 May • 2 sessions
9.00am–3.00pm



STRATEGIC MARKETING

Learn, understand and design a complete marketing strategy for your business. From print to pixel know what will work for you, how and when to implement it for the best rate of investment and sales conversions.

Mon 12 & Tue 13 Mar
2 sessions | 9.00am–5.00pm

Thu 7 Jun
2 sessions | 9.00am–5.00pm

AUTHENTIC BRANDING

What are people saying about you?

Is it what you want?

Does it reflect your vision?

This course teaches you how to 100% focus on brand development or rebranding. How to get clear, be real, and have your brand represent you with integrity. Your brand is your strong hold and it is vital in the age of digital marketing to get it right. You will also grow your understanding of how far you reach and the true analytics of your brand.

Thu 15 Mar • 2 sessions
9.00am–5.00pm

Thu 17 May • 2 sessions
9.00am–5.00pm



People & Communication.

LEADERSHIP & INFLUENCE

They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Often, people who have never had a leadership role will stand up and take the lead when a situation they care about requires it. Once you learn the techniques of true Leadership and Influence you will be able to build the confidence it takes. The more experience you have acting as a genuine leader, the easier it will be for you.

Mon 4 Jun • 1 session
9.00am–4.00pm

COACHING & MENTORING

The focus of this workshop is to give you the skills needed to become a better coach of your employees. Coaching is a valuable professional process of relationship building and setting goals. How well you coach is related directly to how well you are able to foster a great working relationship with your employees through understanding and strategic goal setting.

Mon 25 Jun • 1 session
9.00am–12.30pm



COMMUNICATION STRATEGIES

For the better part of every day we are communicating to and with others. Whether it's the conversation you have with your supervisor, the level of attention you give a customer, it all means something.

The workshop will help you understand the different methods of communication and how to make the most of each. These strategies are of benefit for any organisation and its employees. They will trickle down throughout the business and positively impact everyone involved.

Wed 16 May • 1 session
9.00am–12.30pm



APPRECIATIVE INQUIRY

Organisations can be thought of as living beings made up of the individuals working within it. Appreciative Inquiry has the ability to change the whole organisation by changing the people. Through positive questioning people will be directed to move in a positive direction. Shifting from looking at problems and deficiencies; instead focusing on strengths and successes. This is a tool for organisational change.

Wed 30 May • 1 session
1.30pm–4.30pm

SUPERVISING OTHERS

Between managing your own time and projects, helping your team members solve problems and complete tasks, and helping other supervisors, your day can fill up before you know it. This workshop is aimed at helping supervisors become more efficient with delegating, managing time, setting goals and expectations (for themselves and others), providing feedback and resolving conflict.

Wed 7 Mar • 1 session
9.00am–12.30pm

Mon 18 Jun • 1 session
9.00am–12.30pm

ACCIDENTAL COUNSELLOR

An Accidental Counsellor is anyone who is not necessarily employed as a counsellor, however finds themselves in a counselling role. You could be a frontline worker in an administrative role, a nurse, teacher, coach, support worker or complimentary health practitioner. In this workshop you will learn a practical counselling framework for effective client support with opportunities to practice your new skills in a safe, supportive environment.

Wed 14 Mar • 1 session
9.00am–4.00pm

Mon 9 Apr • 1 session
9.00am–4.00pm

Mon 21 May • 2 sessions
5.30pm–8.30pm

Wed 20 Jun • 1 session
9.00am–4.00pm



VIDEO MARKETING

Video is proving to be a significant marketing platform as we push forward with business promotion. Learn how to choose and effectively use social media video Apps to promote your business and generate positive public relations. You will also learn how to create your profile and get your video platform working efficiently for you with a professional edge. Find out how to edit, shoot and use video within your digital marketing plan.

Fri 27 Apr • 2 sessions
9.00am–3.00pm

WORK-LIFE BALANCE

With a work-life balance you will be managing your time better. Better time management will benefit all aspects of life; you will be working less and producing more. This workshop will show how to focus on the important things, set accurate and achievable goals, and communicate better with your peers at work and your family at home.

Wed 28 Mar • 1 session
9.00am–12.30pm

Mon 25 Jun • 1 session
1.30pm–4.30pm

TIME MANAGEMENT

Personal time management skills are essential for professional success in any workplace. When you can successfully implement time management strategies you are able to control your workload rather than spend each day in a frenzy of activity reacting to crisis after crisis – stress declines and personal productivity soars. The Time Management workshop helps you learn crucial strategies.

Wed 16 May • 1 session
1.30pm–4.30pm

[Find more course information](#)

All course, workshop and trainer profiles are available on our website.

www.acecolleges.edu.au

Business Skills.



MS EXCEL LEVEL 1

Take this nationally recognised training course to learn the basics of Microsoft Excel 2016 spreadsheet software for the workplace. The course builds your knowledge of how to open and save a workbook, edit, format, use basic formulae and functions, sort and filter data, create charts and print. A basic understanding of computing concepts is required.

Lismore Mon 14 May • 1 session
9.30am–4.30pm

Casino Tue 8 May • 1 session
9.30am–4.30pm

MS EXCEL LEVEL 2

This is where you enhance your skill sets using advanced features of Excel 2016 for the workplace. Learn how to apply complex formulae, create conditional formatting to highlight data, design a Pivot Table, complex charts, and build your knowledge on key topics including how to protect a worksheet.

Lismore Mon 4 Jun • 1 session
9.30am–4.30pm

Casino Thu 8 Mar • 1 session
9.30am–4.30pm

Casino Thu 7 Jun • 1 session
9.30am–4.30pm

MS WORD LEVEL 1

This course covers all the basic features of Word 2016 for the workplace. Learn about creating, formatting, navigating and editing documents, using tables in Word and printing documents. Inserting lists, tables, pictures as well as headers and footers will also be addressed in the session.

Lismore Tue 15 May • 1 session
9.30am–4.30pm

Casino Thu 10 May • 1 session
9.30am–4.30pm

MS WORD LEVEL 2

This course is for everyone looking to master the advanced features of Word 2016 within a workplace context. You will practice layout of text using techniques including columns, tables, tabs and indents, formatting using styles, creating templates and mail merge.

Lismore Mon 19 Mar • 1 session
9.30am–4.30pm

Lismore Tue 19 Jun • 1 session
9.30am–4.30pm

Casino Tue 27 Mar • 1 session
9.30am–4.30pm

Casino Mon 18 Jun • 1 session
9.30am–4.30pm

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