

Sydney:  
Invitation  
to attend

# Business Model Workshops for creative enterprises

As a high-potential creative enterprise, you have been handpicked by your industry organisation to take part in an exclusive business model generation workshop, held over two half days on Thursday 25th and Friday 26th August in Sydney.

The workshop will utilise the business model generation methodology, as developed by Alexander Osterwalder and Professor Yves Pigneur in their book, Business Model Generation. This is a chance to develop and test your own Business Model and leave with practical tools and an enhanced understanding of your business strategy.

CIIC industry partner representatives and CIIC Business Advisers will be on hand to support you as you work through the Business Model Generation 'Canvas' tool. This is a one-page tool that will help you to map and understand your business visually.

Innovation, creativity and design thinking underpin the use of the methodology and the 'Canvas'. These topics will be covered in the context of this tool:

- **Understanding your customer,**
- **Defining your value proposition,**
- **Considering the lifecycle of your channels to market, and**
- **Securing the right partnerships and alliances.**

## Facilitation

The workshop facilitator, Alan Scott, is a Deloitte Private partner who leads Deloitte initiatives on Business Model development and utilises the Business Model Generation framework. The workshops will be a mix of instruction, interactive discussions and small group activities.

Alan is passionate about working with private companies in the areas of strategic planning, business models, coaching and facilitation. He has over 20 years of experience in this field.



*How do you  
imagine your  
business model  
might look  
two, five or  
ten years from  
now? Will you  
be among the  
dominant  
players?  
Will you face  
competitors  
brandishing  
formidable  
new business  
models?*

Alexander Osterwalder  
and Professor Yves Pigneur

## Workshop details

### EVENT TITLE

Business Model Workshops  
for Creative Enterprises

### VENUE

Aerial Function Centre  
Level 7, 235 Jones St  
(Building 10)  
UTS, Ultimo, NSW

### DATE & TIME

THURSDAY 25TH AUGUST  
12.30pm - 5.00pm  
Lunch & afternoon tea  
provided

### FRIDAY 26TH AUGUST

9.00am - 1.00pm  
Lunch & morning tea  
provided

### RSVP

Thursday 11th August 2011  
bea.harrison@uts.edu.au  
Bea Harrison on  
02 8217 5004

## ABOUT US

The Business Model Workshops for Creative Enterprises is an initiative of the Creative Industries Innovation Centre, delivered in partnership with Deloitte Private and supported by AGDA, AIMIA, AMI, Communications Council, DIA, PRIA. The CIIC supports the business of creative enterprise. It is part of the Australian Government's Enterprise Connect program, and is supported by the University of Technology, Sydney. Find out more: [www.creativeinnovation.net.au](http://www.creativeinnovation.net.au).