

Perth:
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 14th and Friday 15th July, in Perth.

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

Kailis Bros Leederville
101 Oxford Street
Leederville WA

DATE & TIME

THURSDAY 14TH JULY
12.30pm - 5.00pm
Lunch & afternoon tea
provided

FRIDAY 15TH JULY

9.00am - 1.00pm
Lunch & morning tea
provided

RSVP

10th June 2011
events@creativeinnovation.
net.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.