

Business Model Workshops for Creative Enterprises

Information for Potential Workshop Nominees

Introduction

In June, July and August 2011, the Creative Industries Innovation Centre (CIIC) is delivering a series of intensive business model development workshops to a group of selected high-potential companies, across creative sectors, nationally. The workshop is free for all participants.

The program utilises the Business Model Generation methodology as developed by lead authors Alexander Osterwalder and Professor Yves Pigneur (www.businessmodelgeneration.com).

Innovation, creativity and design thinking underpin the use of the Business Model Generation methodology and Canvas, and workshop participants will be able to consider new or different ideas for their businesses.

Workshop overview

The workshop offers companies the opportunity to develop and test their own Business Model and leave with practical tools and an enhanced understanding of their business strategy. Each workshop will include between 6-8 participating companies (with 2 people from each company) from the following creative sectors: Marketing; Advertising; Communications; Public Relations; Design; Interactive Media & Digital.

The workshops will be a mix of instruction, interactive discussions and small group activities. The following topics will be covered within the context of the Canvas:

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

Experienced creative industries business advisers from the CIIC will also be attending workshops to support the participants as they work through the Business Model Generation 'Canvas' tool - [find out more about them here](#).

The CIIC is also inviting 4 representatives from each industry organisation to attend the workshops. These representatives will act as an objective observer and ask pertinent questions of the companies.

Facilitation

CIIC selected Deloitte Private as the delivery partner for the workshops. 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. 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.

Workshop Dates

Brisbane	Thursday 30 th June and Friday 1 st July
Perth	Thursday 14 th July and Friday 15 th July
Melbourne	Thursday 28 th July and Friday 29 th July
Adelaide	Thursday 11 th August and Friday 12 th August
Sydney	Thursday 25 th August and Friday 26 th August

Please note that workshop details (including venues, times etc) will be provided closer to the time.

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About the Nominations Process

The CIIC has partnered with the following organisations (listed below), which will be proposing suitable companies from their membership based on the CIIC's provided guidelines. The CIIC will assess the nominated list of companies and those who are successful will receive an invitation to participate in the workshops. Please note that companies are not able to self-nominate.

- Australian Graphic Design Association (AGDA)
- Australian Interactive Media Industry Association (AIMIA)
- Australian Marketing Institute (AMI)
- Design Institute of Australia (DIA)
- Public Relations Industry Association (PRIA)
- The Communications Council