

Hobart:
Invitation
to attend

The Digital Marketplace

MARKETING AND
MARKET DEVELOPMENT
IN A CONNECTED WORLD

The advances in technology and the digital marketplace mean that creative enterprises have an opportunity to take their business from a local to a global market. Now is the time to take advantage of the business opportunities enabled by the National Broadband Network (NBN). One of these opportunities will be an increased demand for creative and digital skills, a result of other sectors, recognising the innate need to deliver their products and services online.

About the program

This full day pilot program is aimed at cultural and creative enterprises with an existing online presence, who are looking to advance their understanding of their customers, digital marketing strategies and how they can be used to reach new markets, develop new business models or refine their existing business model.

During the first half of the day, participants will listen to the following inspirational digital business experts:

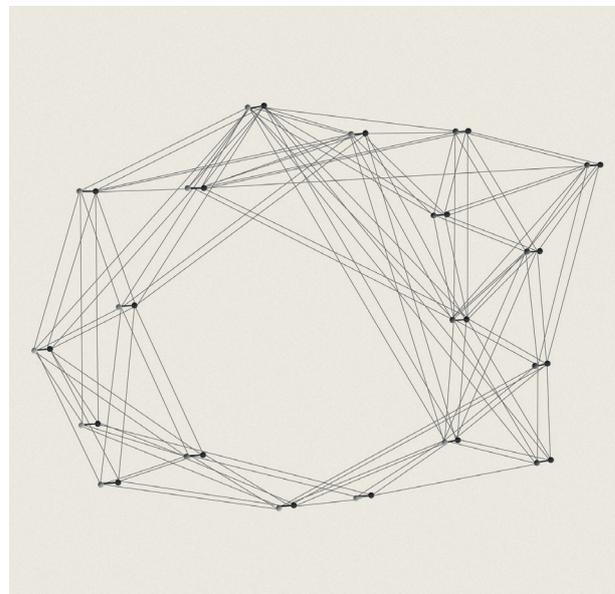
Peter Tullin is a UK cultural entrepreneur and co-founder of CultureLabel.com, an online shop for the arts.

Mark Cameron, CEO of Melbourne's Working Three, a social media strategy and online marketing agency specializing in developing and implementing strategies that convert social media activity into sales.

David Gurney is the director of Hobart-based Blue Rocket Productions, a digital media studio that produces animation and interactive media for television, online and mobile.

The second half of the day will take the form of a practical business model workshop, which will be facilitated by expert creative industries business advisers, David Schloeffel and Dr Wendy Were.

It will utilise the Business Model Generation methodology and 'Canvas' tool, as developed by Alexander Osterwalder and Professor Yves Pigneur. The Canvas is a one-page tool that will help you to map and understand your business model visually.



*Tassie
creatives are
equal to any
in the world.
Trouble is, the
world doesn't
know that. But
with enabling
technologies
like the NBN
and a more
unified
approach from
Tasmanian
creative
industries,
that could well
change.*

David Schloeffel
CIIC Business Adviser

Program details

EVENT TITLE

The Digital Marketplace

VENUE

Hobart Function &
Conference Centre
1 Elizabeth Street Pier
Hobart

DATE & TIME

THURSDAY 26TH APRIL
9.45am for a 10am start
– 4.30pm

*Please include your name, contact details, company name and creative sector as part of your registration. Registration limited to 2 people per enterprise.

RSVP

by Thursday 19 April
Bea Harrison
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*This program is provided at no cost.

ABOUT US

The Digital Marketplace is one of four CIIC pilot programs, which aim to identify new business models, opportunities, networks and markets. The Australia Business Arts Foundation (AbaF) is supporting this program. 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.