

How to assist your clients in e-Business

A Workshop for IT Providers and Business Advisers

The Department of State Development has engaged BDO Kendalls, who are working with the University of Queensland, to deliver this e-business upskilling program to IT providers and business advisers in regional and remote locations in Queensland.

Participants will have access to an e-business educational resource facility on-line or on CD. Two different sessions are to be presented, the first covers the essentials of eBusiness from 9.00am to 1.00pm, for IT providers and business advisers. The second covers eBusiness technical issues, from 2.00pm – 5.00pm for IT providers only.

Participants will be placed on an online Referral List, which may be used to refer small business owners to appropriate IT and e-business providers and business advisers.

Workshop Objectives

The workshops are designed to ensure that those who are providing IT and business services to regional and remote small businesses are sufficiently skilled in the basics of e-business and understand how e-business can assist their local business clients.

e-Business Defined

e-Business is any business transaction conducted by electronic means. This could be as simple as an email or as complex as business to business data interchange.

Registration Form: Please fax to Alan Anderson or Amanda Clauson on (07) 3221 9227

Name	<input type="text"/>	
Position	<input type="text"/>	
Organisation	<input type="text"/>	
Address	<input type="text"/>	
Phone	<input type="text"/>	Facsimile: <input type="text"/>
Email	<input type="text"/>	



Details

Date:	Wednesday 14 November 2001
Time:	9.00am-1.00pm 2.00pm-5.00pm
Venue:	Kingaroy Enterprise Centre
Facilitator:	Brian Stenzel, BDO Kendalls
Cost:	\$20 per person

Who Should Attend:

- ❖ IT Providers
- ❖ Business Advisers
- ❖ Solicitors
- ❖ Accountants
- ❖ Consultants
- ❖ Bankers

e-Business Upskilling Workshop



Workshop Outline – e-Business Essentials

- ❖ **Introduction**
 - ◆ Participant expectations
- ❖ **E-Business and Small Businesses (SMEs): the role of IT Providers / Business Advisers**
 - ◆ Potential role of IT Providers and Business Advisers in e-Business implementation
 - ◆ How e-Business advice can improve a client's business
 - ◆ Case studies of successful small e-Businesses
 - ◆ Identifying levers for introducing 'e' concepts to clients
- ❖ **E-Business Fundamentals**
 - ◆ What every IT Provider and Business Adviser must know about e-Business
 - ◆ Introduce Essential Modules
- ❖ **E-Business and Small Businesses (SME's)**
 - ◆ What SMEs typically perceive about e-Business
 - ◆ What SMEs typically don't know about e-Business
 - ◆ Drivers for and barriers against uptaking e-Business
 - ◆ FAQs: What SMEs need to know about e-Business
- ❖ **E-Business Resources to support IT Providers and Business Advisers**
 - ◆ Introducing the learning resources (eg case studies, fact sheets)
 - ◆ How to use the learning resources to provide quality advice to clients
- ❖ **Identifying e-Business needs of existing Clients**
 - ◆ Individual work: identifying opportunities to assist existing clients with e-business issues
 - ◆ Completing the Take Home Sheet: what the participant can do and when, to advise clients re e-Business

Workshop Outline – e-Business Technical

- ◆ Webpage development
- ◆ Network operating systems
- ◆ Designing and implementing e-Commerce data bases

What others say about the Workshop:

“

The content and delivery of the presentation and information made available will be invaluable towards helping me help SMEs. I'm sure I will be able to assist and direct my clients to a more efficient and effective way of B2B transacting.

”

Sam Archer
Relationship Manager
ANZ Bank

“

The session was a very valuable program for anyone interested in e-commerce.

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Paul Alister
Alister Multimedia, Maleny

For further information contact: Alan Anderson, Director, BDO Kendalls (07) 3237 5807