

# Events to grow your business

The 2008 Business Growth program  
Western Sydney



Department of State and  
Regional Development



## Business Blogging

Get real, reach out to the world, and grow your business

8.30am – 10.30am, 28 May 2008

The Western Sydney Business Centre invites you to a special seminar by Zern Liew of Eicolab on Business Blogging.

### Explain why the audience should attend this seminar –

- Excited about your work? Got knowledge and opinions to share? Want to attract the right people/customers?
- Tired of the boring same-old “we are so the experts” approach to marketing? Want to connect with your customers in a more authentic and real way?

### Seminar will cover –

- The importance of being authentic and transparent in business.
- What a blog is. And how it can change the way you communicate.
- What a blog can do for your business.
- Case studies of how some business blogs.
- What is involved in setting up, and maintaining your blog.
- The realities and pitfalls of having a blog.

### Outcomes of the Seminar –

- Understand the social and technical nature of blogging in a business context.
- Understand how a blog can impact the way you communicate and engage with the world.
- Understand what a blog can do for your business.
- See how other businesses are using blogs.
- Understand what it takes to set up and maintain a blog, and the potential pitfalls.

### Where

Western Sydney Business Centre  
NSW Department of State and Regional Development  
Level 2, 470 Church Street (Cnr Harold St)  
North Parramatta, NSW 2151

Time	Program
8.30am	Welcome by DSRD Officer
8.35am	Seminar/First segment starts
9.35am	Morning Tea Break
9.45am	Seminar continues/new segment starts
10.10am	Questions and Answers
10:30am	Close and Networking

### About the Presenter



### Brief Bio of the Presenter

Zern Liew is a thinking designer and author who applies design thinking to help businesses innovate across their Branding, Communications, Processes and Systems. He uses creative problem solving skills to help clients build beautiful businesses.

### Presenter/s Contact Details -

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