


Name of Library	Sunshine Coast Libraries	 <p>Let's Get Digital!</p> <p>Learn how to make your website</p> <ul style="list-style-type: none"> • work harder • generate leads • create more customers <p>Discover how social networking such as Facebook and Twitter can improve your bottom line.</p> <p>Free 90 minute sessions Bookings Essential</p> <p>The internet marketing program for small businesses</p> <p>Sunshine Coast Libraries PIPER Digital Marketing</p>
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Title of project/innovation/initiative	Small Business Assistance
Date initiated	2011
Date completed	Ongoing

The issue/challenge

Improving engagement with small business and demonstrating relevance of libraries to economic development.

Project details

Several existing providers of small business advice were located and engaged to run introductory sessions for small business owner operators on the Sunshine Coast. With over 40,000 micro/small businesses on the Coast, these sessions were run to connect businesses with existing service providers, and offer free introductions to various aspects of business improvements. Three types of sessions have been conducted to date, with more being planned for delivery in late 2011 and 2012.

"Let's get digital"

Let's Get Digital is a program for small business owners that will teach you how to make your website work harder, generate leads and create more customers. Learn how to use social networking sites like Facebook and Twitter to improve your bottom line. Deena Dillon, director of Piper Digital Marketing will explain it all – no geek speak, just common sense information.

"Marketing with no money"

Leah Squire shares the free and cheap marketing strategies she used to build her business and brand. Leah is the founder of www.byokids.com.au - a multi-million dollar internet based travel business that was started just over 2 years ago with \$1,000 and a marketing budget of zilch. Learn traditional and non traditional marketing methods and elements of managing and promoting a successful business in today's fast moving world. Discover how to get your business the exposure it needs with this multiple award-winning business woman.

"Business Right"

How to attract better customers, higher profits and work with far less stress. We all get told that we should be working smarter not harder, but no one has ever been able to present a formula for it...not until now...our keynote speaker, Wayne Hutcheson, will reveal to us the World's first formula for working smarter not harder (I've got to warn you, it will throw a lot of what you believe to be true about growing a business out of the window).