



## Restaurant & Catering Victoria and Tourism Alliance Victoria



### ‘Taking the next step with eCommerce’

*A workshop on making the most of  
technology, internet & marketing*

You’ve started – you’ve got the website, you’ve tried a few things – but you think there should be more to the equation of technology, internet and marketing – but you’re not sure what or where. If search engine marketing, payment gateways, next click site construction issues and content management tools are all just words to you, why not attend this free tourism & hospitality industry eCommerce Roadshow in your area.

To be presented by Restaurant & Catering Victoria and Tourism Alliance Victoria, ‘Taking the next step with eCommerce’ is part of a broader tourism and hospitality industry update session open to all members of the industry.

At the session, presenter Darren Templar from BDN Business Development Network will help you gain some practical and useful strategies to develop eCommerce in your business including:

- . What makes a good web site
- . Online sales – how to do it
- . Intregation, intranets and extranet
- . Service Providers
- . Internet marketing essentials
- . How to pull it all together

The workshop will then conclude with Nicholas Hunt – Chief Executive Tourism Alliance Victoria and Wendy Jones – Chief Executive Restaurant & Catering Victoria taking you through some of the broader industry issues of relevance to your business, before finishing with networking drinks.

#### Where & When:

##### August

Tuesday      16      **Lorne**      2.00pm - 5.00pm      The Lorne Hotel

Simply fill in the registration form on the other side if you are interested in attending and return by email, fax or post. Remember there is no charge to attend!

