



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.

Each workshop will commence with presenter Darren Templar from BDN Business Development Network helping you gain some practical and useful strategies to develop eCommerce in your business over the first two hours 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 during the last hour before finishing with networking drinks.

Where & When:

April

Tuesday 19 Bendigo 2.00pm - 5.00pm Lakeview Motor Inn

June

Tuesday 7 Swan Hill 2.00pm - 5.00pm Sundowner Swan Hill Resort

Wednesday 8 Mildura 2.00pm - 5.00pm Mildura Grand Hotel

Wednesday 15 Traralgon 2.00pm - 5.00pm Century Inn

July

Tuesday 12 Horsham 2.00pm - 5.00pm Horsham Golf Club

Tuesday 26 Bairnsdale 2.00pm - 5.00pm Riversleigh Comfort Inn

Wednesday 27 Korumburra 2.00pm - 5.00pm Austral Hotel

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



Restaurant & Catering Victoria and Tourism Alliance Victoria



‘Taking the next step with eCommerce’

Registration Details

I would like to attend the “Taking the next step with technology, internet & marketing’ eCommerce workshop and tourism and hospitality industry update session being held in my area.

Names: _____

Business: _____

Address: _____

Phone: _____ Email: _____

April

Tuesday 19 *Lakeview Motor Inn, 286 Napier St, Bendigo*

June

Tuesday 7 *Sundowner Swan Hill Resort, 405 Campbell St, Swan Hill*

Wednesday 8 *Mildura Grand Hotel, Langtree Avenue, Mildura*

Wednesday 15 *Century Inn, Princes Highway, Traralgon*

July

Tuesday 12 *Horsham Golf Club, Golf Course Rd, Horsham*

Tuesday 26 *Riversleigh Comfort Inn, 1 Nicholson St, Bairnsdale*

Wednesday 27 *Austral Hotel, 34 Bridge St, Korumburra*

All Workshops will be held between 2pm - 5pm.

My knowledge of eBusiness is (please circle) Low Moderate Advanced
I already have my own website (please circle) Yes No Soon Hopefully

My website is: _____

I am particularly interested in learning about:

RSVP: fax (03) 9654 5286
 phone (03) 9654 5866
 email rcav@restaurantcatervic.asn.au
 post eCommerce Registrations
 PO Box 18193, Collins St East, Melbourne Vic 8003

eCommerce Roadshow – Making eBusiness YOUR BUSINESS

Networking Drinks

Please join Nick, Wendy and Darren for networking drinks between 5.00pm - 6.00pm immediately following the eCommerce Roadshow and Industry Update at your local venue. This is an additional chance to have your questions answered, learn more about the bigger picture of the industry, chat with your colleagues and relax for a few minutes before heading back into the world of your business and hopefully your eBusiness!