

2011 BUSINESS BREAKFAST CLUB SERIES

The Business Breakfast Club Series is designed to help you kick start your own business, or to improve your understanding of emerging business trends. Network and learn from leading entrepreneurs how to translate your ideas into a successful business. Discover how they got to where they are, survived tough times and continually evolved their businesses to stay ahead of the competition.

Join host David Southwick, entrepreneur, and Liberal Member of Parliament for the Victorian seat of Caulfield and his special guests. David has founded many successful businesses operations, taught innovation, entrepreneurship and marketing at a tertiary level, and advised major international corporations on marketing and strategy.

He assists entrepreneurs to grow their own new businesses, providing them with strategic direction, partnering opportunities and venture capital to grow their enterprises, and is currently involved in establishing a business network to help small business leaders identify future trends and innovation opportunities.



David Southwick

As the Liberal Member of Parliament for Caulfield, David wants to help businesses and the local community grow and prosper by ensuring Victoria University provides the right climate of opportunity for enterprise and for youth.

2011 BUSINESS BREAKFAST CLUB SERIES OVERVIEW

Tuesday 21 June | Cashing in on the Green Dollar | Eammon Hamilton from Red Scooter

Tuesday 9 August | Using Social Media to Grow your Business | Gene Stark

Tuesday 18 October | Speed Networking | Helena Steel

All sessions are 7.30am - 9.00am at Victoria University City Flinders Campus

YOUR BOOKING WILL SUPPORT OUR STUDENTS

You can book for the remaining three of the series or an individual seminar, using the attached booking form. Light breakfast is included courtesy of VU Alumni Relations.

100% of money raised from the Business Breakfast Club Series will go to supporting VU Achievement Scholarships. Each year VU provides two scholarships for every secondary school in the western region.

Cost

Final Three Seminars

\$60 for financial alumni members \$40 for current students \$75 for non-financial alumni members, friends and colleagues

Individual Seminar

\$25 for financial alumni members \$15 for current students \$30 for non-financial alumni members, friends and colleagues

CASHING IN ON THE GREEN DOLLAR | EAMMON HAMILTON

TUESDAY 21 JUNE



Once you learn something, you can't "unlearn" it. Red Scooter Unique Events Venue has learnt that economic and societal values are dictated by environmental limits. So as "aware" corporate citizens, Red Scooter feels

compelled to contribute to all three areas of sustainability (social, economic and environmental) with an emphasis on environmental sustainability. Red Scooter was Australia's first carbon neutral events venue, and the only carbon positive reception venue in Melbourne committed to sustainable development and making events green.

Working with Greenfleet, the venue has offset carbon emissions by planting more than 2000 native trees, and working with the local community to increase the awareness of environmental challenges, Red Scooter has become Australia's first carbon positive event venue.

Learn how sustainable business practices can help your business meet the needs of the present without compromising the ability of future generations.

Past attendees of the Business Breakfast Club Series had these recommendations for anyone considering attending:

- *A useful series of insights*
- *Innovative, cheery, update, community and individual wise; can stay and talk to anyone*
- *To further educate their business learning and improve their skills and knowledge*
- *Thought provoking and motivational*

USING SOCIAL MEDIA TO GROW BUSINESS | GENE STARK

TUESDAY 9 AUGUST



What social media do you use for business? Have you tapped into LinkedIn? Are you making the most out of the Social Media phenomena?

If you own your own business, or are responsible for marketing, sales or customer relations you will benefit greatly from this session.

Learn:

- Why LinkedIn is the most powerful and underutilized social media platform
- How much time you need to invest in social media to reap benefits
- How to reach your target audience, in a format that will grab their attention, and prompt them into action

Gene Stark is the principal of Stark Reality Marketing, and possesses 15 years experience in marketing, communication and advertising. He has worked with some of Australia's biggest and most trusted brands including Bunnings, Coles Myer, and Fosters.

SPEED NETWORKING | HELENA STEEL

TUESDAY 18 OCTOBER



Helena Steel from Careerguru.com.au is a sought after speaker, motivator, coach, and trainer in the areas of "Career Development" and "Career Identity".

She is highly engaging, entertaining and passionate about careers and networking.

At this breakfast you will:

- Brush up on networking techniques,
- Spruik your business
- Learn the key principles of "job networking" as opposed to normal networking, and
- Meet and make quality contacts to help you build your own network.