



WE ♥ BUSINESS

The Bizzone Business Expos are going to refocus business owners, encourage them to stay focused on the important matters and stay positive, confident that they are proactively addressing the changing markets.

Yes, we live in interesting times, but often business owners forget that they are much more nimble than their large business counterparts – many of whom occupy pages of doom and gloom in the business media. With over 13,000 business owners expected nationwide in Auckland, Wellington and Christchurch, the Bizzone Business Expos will inject some much need life and positivity into the sector by offering free business mentoring, free seminars, a free smart marketing school plus networking opportunities with over 300 quality providers of products and services for business.

In light of the changing times, Bizzone has chosen to embrace messages of positivity in its own smart marketing campaign to stimulate and unite the SME sector.

This year's Bizzone Business Expos will provide all 13,000 expected attendees with the practical and smart tools available to grow their business. It is important that business owners continue to market themselves and develop their business even when times are challenging. There is a real opportunity to grow market share while competitors will often want to put their foot on the brake. Our sponsors this year, OGGI, NewstalkZB, the New Zealand Herald, The Press, Auckland City Council and The Marketing Association and partners, the Ministry of Economic

Development, Statistics NZ, The National Bank, and Meridian Energy plus all exhibitors at the expo, have put in place the very best business support mechanisms to meet current needs and help businesses move forward even in a difficult climate. "We have gathered together the very best on offer for New Zealand's business, and they are totally prepared to support business owners

in all areas of their business ranging from finance to marketing, from compliance to sustainability." Trotman says.

The Bizzone Business Expos this year will offer more support for business than ever before, Trotman says, because it will be tailored to current business demands and to help businesses seek new ways to improve efficiency and develop new revenue

streams. Positive messages will be supported by the **FREE** onsite support for business owners such as:

- The Smart Marketing Zone
- Business Mentoring
- Smart Marketing School
- Over 40 experts in The National Bank Seminar Series
- The Statistics NZ Business Information Zone
- The MED Business.govt=Online Services Zone
- The Meridian Energy Sustainability Zone

"We have gathered together the very best on offer for New Zealand's business, and they are totally prepared to support business owners in all areas of their business ranging from finance to marketing, from compliance to sustainability."

Sarah Trotman, Managing Director, Bizzone

AUCKLAND
27, 28, 29 May
ASB Showgrounds, Greenlane

WELLINGTON
22, 23, 24 July
TSB Bank Arena, Queens Wharf

CHRISTCHURCH
5, 6, 7 August
Christchurch Convention Centre

• **BIZZONE FRANCHISES**
available internationally

Visit www.bizzone.com or phone 0800 BIZZONE for more information



SMART MARKETING WILL CARRY BUSINESS THROUGH...

So will winning the Smart Marketing Prize worth \$100,000 at the Bizzone Business Expos!

It is essential that companies, both large and small, learn to get 'smart' and market 'smart' given the challenging economic times. Smart marketing is a concept Sarah Trotman of Bizzone believes has yet to be fully exploited and understood by many businesses in New Zealand: on the back of this 'Smart Marketing' is the theme for this year's Bizzone Business Expos, the largest events for business in New Zealand.

"Smart and confident marketing is going to carry business owners through a recession" Trotman says.

"The Business Expos will provide business people with a host of smart marketing ideas and The National Bank Seminar Series, free to all expo visitors, will have a morning devoted to smart marketing advice from experts."

There will be a new Smart Marketing Zone at the expo and a Smart Marketing School comprising smart marketing workshops each day of the expo from marketing expert Dave Wild, one at 11am and one at 2pm. Attendees can register for this by emailing office@bizzone.com

Marketing can come in many different offerings and it is important that business owners are well informed on all of the choices available to

them; from television to tattoos, from a smile to exceptional customer service, there is no end to what a business can do to stand itself out from the crowd. "While a business owner may be technically very proficient they often lack the skills necessary to grow their business and this year we are focusing specifically on the skills required to market your business for maximum return." Trotman says.

All who attend the Bizzone Business Expos go in the draw to win the Smart Marketing Prize worth \$100,000.

There are also a range of free initiatives for business at the Business Expo including;

- The National Bank Seminar Series
- Meridian Energy Sustainability Zone
- Statistics NZ Business Information Zone
- MED's business.govt=Online Services Zone
- Business Mentoring
- The Smart Marketing Zone & School - book in at office@bizzone.com for free workshops at 11am and 2pm each day of the expo

Smart Marketing ideas;

- Get a marketing expert to help, and visit the Smart Marketing Zone
- Choose publications that target your market- NZ Business is a perfect fit for us!
- Invest in your marketing knowledge - Bizzone uses the Marketing Association to keep current
- OGGI's outdoor advertising is cost effective and reaches far and wide
- Newstalk ZB's radio advertising let's you get personal
- Think of new and innovative ways of marketing like texting with Hot Media, or on Smart Cars with Mercedes Benz
- Think about where you advertise, the New Zealand Herald will connect you with over 1/2 million New Zealanders each day

Six simple ways to smarten up your business:

- Focus on your business plan
- Believe in your offering
- Find experts to challenge your thinking
- Develop the culture of your business
- Execute your smart marketing plan with an anything-is-possible and excellence-only attitude!
- Know your current financial position and forecast for the future