



The error of their ways

There's a lot to be learnt from your mistakes. Even better, there's a lot to be learnt from the mistakes of others

Keynote speakers at Bizzone Business Expo in Auckland in June told business owners the truth about slip-ups. Their message? If you're making mistakes in business, you're not alone.

These words of solidarity will be shared again at the Bizzone Expos in Wellington (July 21–23) and Christchurch (August 11–13).

Eight business leaders, including Ross Hunter, co-owner of Harvey's Real Estate, and Steve Bonnici, managing director of Urgent Couriers, will be in attendance in the Stuff Up Room™, presented by WHK. Here, attendees can watch a short documentary in which these business leaders share their worst slip-ups.

Hunter and Bonnici, as well as Sarah Gibbs, managing director of Trilogy, will be keynote speakers throughout the Expo series—sharing the passion and drive that has taken them to the top, as well as the blunders.

"In the first year I took on a partner," Bonnici says, "but we didn't find out about each other enough. After a year we just didn't see eye to eye and had a fairly serious falling out. I lost a significant chunk of my business in three months. But I haven't dwelled on the past—we have innovated and grown and built a business that has lasted 20 years."

"So many people have these great ideas but they've got no plan," says Hunter. "The great thing about planning is ... you've got all these dates and times of when things are going to happen—it keeps everyone focused to achieve certain benchmarks. And if you take a left turn instead of a right turn, get out the road map and very quickly you will find your way back to the highway."

Throughout the three-day Bizzone Business Expo, the National Bank Seminar Series will feature 40 expert speakers.

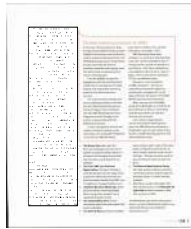


“The seminar series has been run at all of Bizzzone’s annual expos,” says Bizzzone managing director Sarah Trotman, “and is gaining more popularity each year because of the very practical advice from the speakers.”

Andy Somerville, general manager for National Bank Business Banking, says Bizzzone and the National Bank really understand the issues that business owners are facing. “They tailor the speakers and the topics to ensure they are relevant and that they really do help and support business owners to be successful.” he

says. “The response is great and we have received feedback from attendees that the seminars helped them to spend more time achieving their goals in the business.

“It has been a difficult and challenging 12–18 months in business and the seminar series presents an opportunity for those attending to take some time to work on their business and not just in it. There is something for everyone no matter what business stage you are in and is possibly a chance to network with other business owners who are really focused on their business.”



This year's seminar series theme is on managing money, with special 'Money mornings' at each of the expos. Experts include Khoon Goh, senior economist with The National Bank, who will speak on the topic 'Life after the Global Financial Crisis'.

The National Bank Seminar Series is free to all attendees at the Bizzone Business Expo. To get a ticket for the Wellington or Christchurch expos, go to www.bizzone.com.

While the Bizzone Business Expo is the country's largest event for business, it's also the country's first verified 'green' event. All 13,000 visitors to the expos in Auckland, Wellington and Christchurch are being encouraged to be sustainable, recycle and reduce waste.

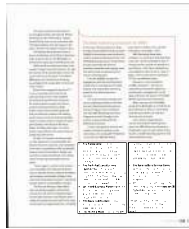
Bizzone has engaged Green Event™ in 2010 to provide event monitoring and reporting services that establish environmental performance measures for residual waste, energy and carbon at all three Bizzone Business Expo Events. Green Event provides practical and cost-effective solutions for making events more environmentally sustainable.

'Green' monitors will encourage everyone participating in the Bizzone Business Expos, including attendees, to recycle and be responsible for the waste they are producing at the event.

As part of its green commitment and to raise awareness of sustainability, the Bizzone Business Expo has a Sustainability Zone where organisations offer sustainable support services and advice. People can also find out about beneficial cost-cutting from introducing sustainable business goals.

"Green experts, mentors and services are all available at the Bizzone Business Expo to provide realistic steps so attendees can integrate sustainable strategies into their normal business practices," says Annie Gandar, Bizzone sustainability manager.

The Bizzone Business Expo offers over 200 quality suppliers of products and services all aimed at helping people to grow their business. And Bizzone has a range of free special events within the expo environment to support business, including:



- **The Money Zone** addresses the financial challenges that business is experiencing by providing support on all aspects of managing money, debt and cash flow so that growth is not inhibited.
 - **The Pitch–RWC 2011 Business Opportunities.** This year at Bizzone, small businesses have the opportunity to pitch the ideas they think will see their businesses benefit from RWC 2011. To register, go to www.thepitch.co.nz.
 - **Unlimited Business Mentoring,** where business owners wanting strategic advice can get free support from a respected business mentor.
 - **The Sustainability Zone** to help businesses spend less and market their green credentials.
 - **The Stuff Up Room** presented by WHK, where visitors watch video of business leaders telling the untold stories of their mistakes and the results of their stuff-ups—footage everyone wants to see, and lessons everyone wants to learn.
 - **The National Bank Seminar Series** with over 40 free, half-hour seminars covering a practical range of topics for business owners. Includes keynote speakers.
 - Attendees can take advantage of the free internet access in the **Newstalk ZB Cyber Cafe** to work remotely, or take time out over a coffee.
- The Wellington expo will be taking place July 21–23 and in Christchurch August 11–13. Tickets for Bizzone are available at www.bizzone.com*

Priceless marketing assistance for SMEs

At this year's Bizzone Business Expo, the New Zealand Marketing Association (NZMA) is launching a new initiative for small to medium-sized businesses. The SME Marketing Assistance Programme, proudly sponsored by Telecom, provides immediate and ongoing value that will provide a company with an annual marketing plan.

From the NZMA's perspective, engagement with the small business community is essential in promoting healthy and responsible marketing practices that lead to business success.

The small business package will assist qualifying members with their annual marketing planning process by way of regular, free, facilitated one-day SME Marketing Assistance Programmes held throughout the country in partnership with The Marketing Company.

Custom-designed for owners and leaders of small to medium-sized businesses, this invaluable Programme is now free for SME Marketing

Association members (non-member attendance costs \$995 + GST).

SME Marketing Association members can send up to two attendees each year: the first attendee is free of charge and the second can attend at a cost of \$100 + GST. Non-members are also eligible to attend, but at a rate of \$995 + GST for one person and \$495 + GST for an additional place.

Bizzone is a must-attend for all SME companies – focused on networking, information gathering and business management, it's the ideal setting for the launch of the SME Marketing Assistance Programme.

Make sure you visit the NZMA stand at the Wellington or Christchurch Bizzone Expos to find out more about how the association can help you develop your business.

If you have a small business and are interested in learning more about the SME Marketing Assistance Programme, you can also contact Tracy Scanes, tracy@marketing.org.nz or visit www.marketing.org.nz.