




THE NATIONAL BANK SEMINAR SERIES

FREE TO
ALL WHO
ATTEND
THE EXPO

WEDNESDAY 21ST JULY 2010 - WELLINGTON			
TIME	TOPIC	ORGANISATION	SPEAKER
9.30am	Protecting your business	FSB4 Financial	Alan Borthwick
10.00am	Creative marketing on a shoestring	Synthesis Marketing	Helen Down
10.30am	Product development in today's fast moving markets	Creative HQ	Michael Elwood-Smith
11.00am	Learn the secrets to convert website visitors into customers	Zeald	Brent Kelly
11.30am	Getting your bank to say "Yes"	The National Bank	John Eaden
12.00pm	How social media & email marketing boost customer reach & revenue	Jericho	Roanne Parker
1.00pm	Keynote speaker	Trilogy	Sarah Gibbs
2.00pm	How to build your own website	Web Widgets	Reuben Jackson
2.30pm	Helping you unlock your business potential	Statistics New Zealand	Stephen Dooley
3.00pm	Health and safety in the workplace - getting home safe	Jims Test and Tag	Dave Allison

THURSDAY 22ND JULY 2010 - WELLINGTON			
TIME	TOPIC	ORGANISATION	SPEAKER
Money morning			
9.30am	The life of money	On behalf of NZBusiness magazine	Les Foy
10.00am	Spend smarter & SAVE - Securing "big business" discounts for SMEs!	MYOB	Julian Smith
11.00am	Life after the global financial crisis	The National Bank Economist	Khoon Gohn
1.00pm	Keynote speaker	Harveys Real Estate	Ross Hunter
2.00pm	Trade Marks - protecting your reputation	Trade Mark Zone	Theodore Doucas
2.30pm	How to get to the top of google	Digital AWOL	Paul Easton
3.00pm	Finding the upside in a downside	Massey University College of Business	Professor Martin Perry
3.30pm	5 Ways to massive profits	Action Coach	Rob McTague & Gaylene Hughes
4.00pm	Envirostep - benefiting business & environment	Ministry of Economic Development	Howard Markland
4.30pm	Using the internet to generate sales	Real Strategy Solutions	Rick Wallace
5.00pm	Why you need to be legally healthy	Gibson Sheat Lawyers	Tony Southall
5.30pm	Making the best use of a mentor	Business Mentors NZ	Chris Elphick

FRIDAY 23RD JULY 2010 - WELLINGTON			
TIME	TOPIC	ORGANISATION	SPEAKER
9.30am	Effectiveness versus efficiency why doing the right things beats doing things right	The Open Polytechnic	Chris Matthews
10.00am	Maximising the value of your business	WHK	Eddie Jansen
10.30am	Creating effective sales & investment pitches	Escalator Service	Mark Robotham
11.00am	Franchisee who motivates the motivator	Dale Carnegie Training	Annette Cater
11.30am	5 simple calculations to get your business running better	The National Bank	John Eaden
12.00pm	How to make money from billboards	Media 5	Graham Bloxham
12.30pm	Agile market research	Creative HQ	Barbara Grieve
1.00pm	Keynote speaker	Urgent Couriers	Steve Bonnici
2.00pm	Connecting people and productivity	Department of Labour	Rebecca Archer
2.30pm	Corporate social responsibility	World Vision	Jon Hartley

Turn up on the day or pre-register for the full schedule go to bizzone.com

26 BIZZONE BUSINESS EXPO FEATURE | WELLINGTON | 21,22,23 July 2010 | www.bizzone.com





BIZZONE, ORGANISERS OF THE

Bizzzone Business Expos, have persuaded eight business leaders to talk about their greatest stuff ups in business and share them in a tell all 20-minute documentary to be screened at the expos. What they got are riveting stories of inspiration, of perseverance, tenacity and courage that are an inspiration for every business owner.

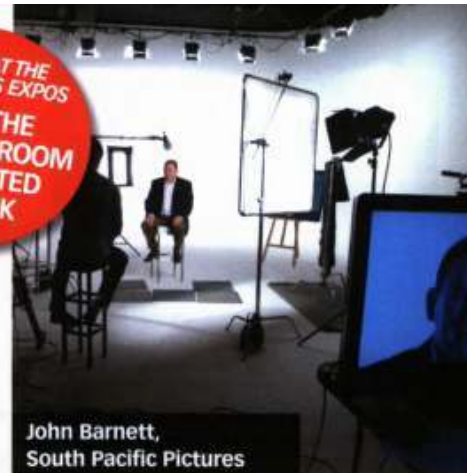
The Prime Minister John Key has contributed to the Stuff Up™ documentary with his own video contribution endorsing the proposition that business people should

not fear making mistakes.

Sarah Trotman, founder of Bizzzone says "Entrepreneurs pushing the boundaries constantly walk a tightrope between success and failure. It's about finding the personal courage and personal strength to deal with that balancing act."

For business owners the Bizzzone Business Expo, with over 100 providers of quality support, will offer the inspiration, the connections and the motivation you need to move forward. ●

**NEW AT THE
BUSINESS EXPOS
VISIT THE
STUFF UP ROOM
PRESENTED
BY WHK**



**John Barnett,
South Pacific Pictures**

EXPO EXHIBITOR LIST

Bizzzone Business Expos on in:

• Wellington 21-23 July

• Christchurch 11-13 August

ACCOUNTING	SITE #	Smart NZ (Mercedes Benz New Zealand)	142c	INFORMATION TECHNOLOGY	SITE #
Accounts Online	126	Sparkling Spring	152b	GeoSmart Ltd	142b
Easy Save Accountants	133	BUSINESS SYSTEMS	SITE #	Lintek Tracking Solutions	138
Enprise	143a	Advanced Business Manager	140	Simms International	150c-d
MYOB Ltd	144c	Panasonic Business Systems	149a	INTERNET/WEB DESIGN	SITE #
Openside (C A Limited)	132	DESIGN/CREATIVE	SITE #	123 Online	143b
Simple Accounting Services Limited	143d	Omnigraphics	152d	Real Strategy Solutions Limited	107
WHK	154c	EDUCATION/TRAINING	SITE #	Web Widgets	103
ADVERTISING/MARKETING	SITE #	Dale Carnegie Training	145a	Whitelogo	106
7degree	155c	Massey University	155d	Zeald.com	143c
Media 5	152c	FINANCE/INSURANCE	SITE #	LEGAL	SITE #
Synthesis Marketing	105	ANZ	157a-b	Gibson Sheat Lawyers	154d
The Marketing Association	154a	EC Credit Control	157c	Trade Mark Zone Ltd	152a
Newstalk ZB	109	Escalator Investment Ready Service	117	OFFICE SUPPLIES/STATIONERY	SITE #
AUDIO/VISUAL SERVICES	SITE #	FSB4 Financial	154b	Cartridge World	102
IT Rentals	127	Kiwibank	142a	OKI	131
Vivid Life Photography	137	Rothbury Wellington	158a	PAYROLL	SITE #
BUSINESS CONSULTANCY	SITE #	Smartpay - Cadmus	115	Information Management Services	111
Action Coach	112-113	The National Bank	141b	iPayroll	104
Business Mentors NZ	123	Westpac	149b	PRINTING/PROMOTIONAL PRODUCTS	SITE #
Improvus	158d	GOVERNMENT	SITE #	EcoBags	101
BUSINESS MENTORING	SITE #	Department of Labour	121-121a	One World Online	145c
Action Coach	120	Inland Revenue Department	122	Sauceit Promotional Product	100
BUSINESS SERVICES	SITE #	Statistics NZ	147	TELECOMMUNICATION	SITE #
Business Hutt Valley	145d	HEALTH & WELLBEING	SITE #	IT telenet	125
Café Direct	108	Jim's Test & Tag	158b	Lascom NZ	156c
Grow Wellington	146a	Livevo	110	Orb Communications	135-136
Just Water	139				