



BUSINESS EXPO

Searching for scoops?

You'll find over 13,000 of them at the Bizzzone Business Expos

DomPost reporter Nick Churchouse filed three front page business stories from just one business expo.

The Bizzzone Business Expo (formerly Small Business Expo) starts in Auckland on 27 May at the ASB Showgrounds, Greenlane. It is the largest event for business in New Zealand and attracts over 13,000 business owners nationwide. Alongside this runs the Vero Excellence in Business Support Awards, with the gala dinner on 28 May, where Prime Minister John Key is presenting the Supreme Award. We invite you to attend and ask that you please call Lisa by May 19th to reserve your seat – 0800 249 966.

13,000 business owners will attend the Business Expos, and with them there will be many interesting stories. From people who have been made redundant to those thriving in these interesting times, this is a great opportunity to get vox pops on the economy and make sure your finger is on the pulse of business owners' current highs and lows.

This year Bizzzone surveyed 27,000 business owners to find out what their biggest business issue was, Cashflow and Sales & Marketing were the top of the list. To address these issues Bizzzone will offer free one on one support for business owners with business mentoring, plus they have tailored The National Bank Seminar Series to fit business owners' needs. Details of seminars are on page 14 of the enclosed Bizzzone Magazine.

You will definitely be interested in our keynote speakers: the long-haired Davey Hughes, founder of Swazi NZ; the short-haired flamboyant Raymond Henderson from Raymond Salon de Coiffure and then there's David Johnson, chairman and founder of success story Trends Publishing International. Each has chosen a lively topic and will be available for interviews at the end of their 1pm session.

Smart marketing, as the theme of this year's Business Expo, is a concept Bizzzone Managing Director Sarah Trotman believes has yet to be fully explored and understood by many small businesses in New Zealand. What is it? Make sure you come and find out.

On the back of this Bizzzone is giving away a smart marketing prize worth \$100,000 to one lucky person who visits the Business Expo*. The prize, one of the largest ever to be offered to New Zealand business, will be drawn from everyone attending the Bizzzone Business Expos in Auckland, Wellington or Christchurch.

So, get smart, and don't miss the opportunity of the year, to get the inside scoop on business.

Learn more about the Bizzzone Business Expo at www.bizzzone.com

On in Auckland 27-29 May; Wellington 22-24 July and Christchurch 5-7 August

*Terms and conditions apply see www.bizzzone.com for more details.

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