



# Bizzzone – smart marketing for challenging times

Smart marketing is a concept Bizzzone Managing Director Sarah Trotman believes has yet to be fully exploited and understood by many small businesses in New Zealand. It is essential that companies, both large and small, learn to get 'smart' and market 'smart' given the challenging economic times she said.

On the back of this she has instigated 'Smart Marketing' as the theme for this year's Bizzzone Business Expo. Everyone visiting the 2009 Bizzzone Business Expo will be in to win a smart marketing prize worth \$100,000 simply by stepping through the doors.

The prize, one of the largest ever to be offered by a New Zealand business, will be drawn from everyone attending the Bizzzone Business Expos in Auckland, Wellington or Christchurch.

The Bizzzone Business Expo was established as part of a business support package that comprises the Vero Excellence in Business Support Awards and New Zealand's largest circulating business magazine.

The 'Smart Marketing' prize will comprise marketing mentoring, expert advice, design services, Marketing Association courses, and advertising.

"The Bizzzone Business Expo 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 dedicated smart marketing morning. People can also get advice from some of the country's top marketing experts."

There will be a new New Zealand Herald 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@bizzzone.com.

Sarah Trotman said there are six simple ways for businesses to market more smartly and there will be experts discussing all of these issues at the Bizzzone Business Expo, which in Auckland is sponsored by the New Zealand Herald, The Marketing Association, OGGI, Newstalk ZB and Auckland City Council:

- Focus on your business plan to drive your business forward
- Believe in your offering
- Invest in your marketing strategy
- Invest in 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!

The Bizzzone Business Expo is held annually in New Zealand in Auckland, Wellington and Christchurch and 13,500 business people attend the event each year.

**The Bizzzone Business Expo is on:**

**Auckland 27-29 May**  
**Wellington 22-24 July**  
**Christchurch 5-7 August**

**Bizzzone Business Expo**

These are interesting times for you and this year's Bizzzone Business Expos will provide you with the solutions for all of your current business



issues. Whether you are looking to connect with new suppliers, network with other business owners, up-skill yourself on anything from smart marketing to cashflow, or get a dose of inspiration from one of our successful keynote speakers, the Bizzone Business Expo has it all under one roof to save you time.

### Free for business owners at the Bizzone Business Expo

The National Bank Seminar Series, with over 40 expert speakers is the ideal place to learn from experts on topics ranging from cashflow to email marketing, from sustainability to business planning.

At the New Zealand Herald Smart Marketing Zone, you can speak face Sunday, 31 May 2009, p. 12

to face with marketing experts, learn about new marketing opportunities such as texting and online, and find out about courses to help you and your staff GET SMART.

Meridian Energy Sustainability Zone is the place to go to find out what you can do to ensure your business' long-term survival, sustainability is not just a green issue, it is an opportunity to improve your efficiency and cut costs and the experts in this zone will explain how.

Statistics NZ Business Information Zone will offer you valuable information to help with business planning and growth plans.

MED Business.govt=Online Services Zone will demonstrate the fantastic free support from the new online portal [www.business.govt.nz](http://www.business.govt.nz).

Unlimited Business Mentoring

is an opportunity to work 'on' your business with experienced business mentors.

Smart Marketing School, hosted by Dave Wild, will offer you interactive workshops to simplify and clarify your marketing approach. Workshops will be held on all three days of the expo at 11am and 2pm. To book in please email [office@bizzone.com](mailto:office@bizzone.com).

And of course over 300 providers of products and services to help drive your business forward.

The theme for this year's expo is Smart Marketing and if you attend the expo you'll go in the draw to win \$100,000 worth of Smart Marketing – one of the largest prizes ever given to business in New Zealand.

### SMEs can make a real difference

"Small and medium businesses should be taking advantage of their size to do well during the downturn," Sarah Trotman said.

Small and medium enterprises should be positive about the future; they are much more nimble than their larger business counterparts who occupy the doom and gloom pages in the business media.

Trotman said while we face challenging times it's also a time for SMEs who are passionate about business to take a positive stand. Her company, Bizzone, has commissioned 'We ? business' billboards around Auckland because she believes there has never been a more important time to take a stand.

Trotman urges smaller businesses to look for opportunities to grow market share while their larger competi-



tors have their foot on the brake.

"Small and medium businesses are the lifeblood of the New Zealand economy making up 96% of the economy," she said. "They should be mindful but not fearful of what's happening in the world right now, enjoy their ability to be flexible, focus on staying on the right track and take advantage of all the fantastic business support offerings out there to keep their companies moving forward.

"It's time to embrace the positives and dismiss the negatives and seek out opportunities that proactively address the changing market we're now facing."

Trotman, whose company was listed at 29th in the 2008 Fast50 growth index, runs Bizzone whose initiatives include the country's largest event for business the Bizzone Business Expo, NZ's largest circulating business magazine and the Vero Excellence in Business Support Awards.

Trotman said entries were up for the 2009 Vero Excellence in Business Support Awards which will be presented by the Prime Minister Hon John Key during the Bizzone Business Expo in Auckland on 28 May, and exhibition bookings are on track for each of the three expos.

"Our small and medium businesses play a critical part in our economy," John Key said. "They provide Kiwis with the essential goods and services they need. They help drive innovation across our economy. And they can become – with good leadership and support – our large businesses of tomorrow.

"In these challenging economic times, it's important that we do what Sunday, 31 May 2009, p. 13

we can to help small businesses succeed. That's why the Government has introduced a Small Business Relief Package aimed at reducing red tape and making it less expensive for small and medium businesses to manage their cash flows and pay taxes."

"Without denying it's more challenging out there, with 'smart marketing' our new expo theme this year we are very positive about the possibilities for business in 2009. We expect the SME sector to grow as more people become self employed and all of these business owners will need quality business support – exactly what is provided within the dynamic Bizzone Business Expo environment." Trotman said.

### **In times like these, only excellence matters**

Challenging times mean only the excellent will succeed; so competition is fiercer than ever before in the 2009 Vero Excellence in Business Support Awards.

Excellence, it's never more important than in this economy," Vero chief executive, Roger Bell, said. "We know there will be a flight to quality. When times are tough people abandon the cheap option – they look for something that's going to be sustainable and still be there in a few years time. Excellence is more important than anything and in terms of the results for your business well, the sky's the limit!"

The Prime Minister John Key will present the Vero Excellence in Business Support Awards on 28 May in Auckland at a gala black-tie dinner.

Sponsored by Vero, BDO Spicers and National Business Review and founded by business support sector specialists, Bizzone, the Vero Excellence in Business Support Awards are a key event during the annual Bizzone Business Expo.

The quality of entries for 2009 were incredible, Bizzone Managing Director Sarah Trotman said. "All finalists demonstrate real excellence in every aspect of their business support offering – choosing winners this year will be extremely difficult."

The 42 finalists were selected by The New Zealand Business Excellence Foundation who provide an independent and robust evaluation process for the awards' 12 categories.

"Companies offering excellent business support demonstrate a clear understanding of their customers and markets," chief executive of the New Zealand Business Excellence Foundation, Mike Watson, said.

This year's award finalists were from large, small, private, government sector and not-for-profit organisations – all with an interest in providing excellent business support to New Zealand business," Sarah Trotman said.

"Excellence and being excellent in everything you do is a challenge for every business, no matter their size or business operation, BDO Spicers' National Chair, Judith Stanway, said.

"The Vero Excellence in Business Support Awards recognise businesses that are striving, and succeeding. In doing so they give businesses great role models to aspire to follow."



■ *Everything you need for your business will be at the Expo Sunday, 31 May 2009, p. 13*