



Plenty of free advice available

THE best things in life are free, and there's plenty of freebies at this week's Bizzone Business Expo at the TSB Arena

Bizzone's managing director Sarah Trotman says there is no shortage of brainpower at the expo and people can tap into it at no extra cost.

Some of the activities on offer include

- The National Bank Seminar Series, with more than 40 experts talking on topics ranging from cashflow to email marketing, from sustainability to business planning.
- Unlimited Business Mentoring is an opportunity to work on your business with experienced business mentors.
- The Smart Marketing Zone where attendees can talk to marketing experts, learn about new marketing opportunities such as SMS and online, and find out

about courses to help work smarter.

- Smart Marketing School offers interactive workshops to clarify your marketing approach. Workshops will be held on all three days of the expo at 11am and 2pm.
- Meridian Energy Sustainability Zone is the place to get expert advice about, as the name suggests, sustainability. It's not just about green issues, it is about fewer costs and more efficiency.
- Statistics NZ Business Information Zone has information to help with business planning and growth plans.
- MED Business.govt/Online Services Zone will demonstrate the free support available from the new online portal www.business.govt.nz