

Is your New Year's resolution to start or grow a business?

If so, attend The University of Adelaide's Entrepreneurship, Commercialisation and Innovation Centre *Starting a New Enterprise* workshop series in February 2009 and prepare yourself for the challenge.

The workshop series will run over three consecutive weeks and each workshop will cover different aspects of business start-up. The aim is to provide participants with an overview of the key considerations necessary in starting a business and provide a better understanding of the dynamics and processes involved in successfully developing a thriving enterprise.

The three sessions will cover:

- **Workshop 1: The Basics of Business Start-up.** In this workshop you will learn about the role of the entrepreneur, the rules of business and gain an overview of industry sectors, business structures and general business requirements.
- **Workshop 2: Governance and Management Issues.** Workshop 2 will detail many of the governance and statutory requirements that a business owner must deal with and outline the legal issues encountered in managing contracts. You will also learn about the important areas of business relationship management and conflict resolution.
- **Workshop 3: Avoiding Failure.** Managing risk will be a focus in this workshop and you will learn about strategies that mitigate risk in the context of new enterprise planning, the basics of financial management and why businesses fail and how to avoid it.

The benefits of attending these workshops are:

- A better understanding of the basic rules for business survival and how to achieve a balance between personal and business activities;
- An understanding of the essential steps required in establishing a new enterprise,
- Be aware of the basic principles of contract law and how to negotiate contracts and manage your contacts;
- Be prepared to manage the business and the financial and risk planning to achieve success and avoid failure.

Presented by Des Masters AIB, ACIS and AICM

Des is a former corporate banking executive with 32 years of experience in assisting businesses develop and grow. He has also owned and managed a number of businesses. In 1987 he attended the University of Hawaii's "Advanced Management Program" and in 1987 J P Morgan's "American Banking and Finance" program in New York. From 1999 to 2007 he was the Manager, The University of Adelaide's Industry Linked Education Programs based at the Thebarton Campus.

Des currently provides mentoring and consulting services to small to medium businesses usually in their early development and growth phase. With a background as a commercial and corporate banker combined with owning and providing advice to businesses he has an extensive understanding of business management requirements and techniques.

Dates:	9 th , 16 th , 23 rd February
Time:	9-1pm
Venue:	The University of Adelaide Building 1 Training Room 1 Floor, Stirling Street Thebarton

EVENT DETAILS:

Cost:	\$195 +GST per workshop or \$500 + GST for the series of three.
Target Audience:	Start up and early growth businesses
Booking Required:	Essential, by emailing: register.ecic@adelaide.edu.au Please forward your name, phone no, email address & the Workshop(s) you wish to attend
Contact:	Megan Llewellyn 08 - 8303 4159
Website:	For further information regarding Entrepreneurship, Innovation, Project Management & Science Technology, Commercialisation courses available via ECIC please refer to http://www.ecic.adelaide.edu.au/