



Centre for Office Productivity

*because there is always
an easier, better and
faster way to work.*





Skills for Business in the Digital Age

because there is always an easier, better and faster way.

 (02) 4724 9000

IT and Digital Courses



Accredited Training

Nepean Community College is a Registered Training Organisation (RTO ID 1223).

Computers : Access Level 1

Microsoft Access Level 1 is designed for those who need to know how to create databases with reports and queries and to manipulate this data to provide viable information.

ICTICT210 Operate database applications

FSKDIG01 Use digital technology for basic workplace tasks

WESTFIELD PENRITH

Tuesday 6 August 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

WESTFIELD PENRITH WEEKEND

Sunday 25 August 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

Computers : Bookkeeping with MYOB

If you already have bookkeeping and computer knowledge but want to upskill and include MYOB in your list of achievements, this is the course for you.

BSBFIA401 Prepare financial reports

BSBFIA301 Maintain financial records

FSKDIG03 Use digital technology for routine workplace tasks

WESTFIELD PENRITH

Monday 29 July 2019, 6:30 pm to 8:30 pm

Duration: 8 Weeks, \$320 Must have bookkeeping and computer knowledge

WESTFIELD PENRITH

Monday 29 July 2019, 9:15 am to 11:15 am

Duration: 8 Weeks, \$320 Must have bookkeeping and computer knowledge

WESTFIELD PENRITH WEEKEND

Saturday 7 September 2019, 9:00 am to 5:30 pm

Duration: 2 Weeks, \$340 7th & 14th of Sept. Must have bookkeeping & computer knowledge. Workshop, no concession

Computers : Desktop Publishing Beginners

For those with pressing time commitments, this workshop will introduce you to Microsoft Publisher. This is a great tool for creating many unusual documents that are hard to manage in other programs, such as greeting cards, business cards and newsletters. Basic computer experience required.

BSBITU309 Produce desktop published documents

FSKDIG02 Use digital technology for simple workplace tasks

WESTFIELD PENRITH WEEKEND

Saturday 31 August 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

WESTFIELD PENRITH

Wednesday 4 September 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

Computers : Excel Advanced

Is your business ready to take it's spreadsheet to the next level? This course will cover spreadsheet development and include linked spreadsheet solutions, automation and standardisation of spreadsheet operation, data import and export and graphing using numerical data.

FSKDIG03 Use digital technology for routine workplace tasks

BSBITU402 Develop and use complex spreadsheets

WESTFIELD PENRITH

Tuesday 10 September 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

WESTFIELD PENRITH WEEKEND

Sunday 15 September 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

Computers : Excel Beginners

Learn to use MS Excel 2010 to your advantage by developing your own formulas and applying principles of designing in your spreadsheets

BSBITU212 Create and use spreadsheets

FSKDIG01 Use digital technology for basic workplace tasks

WESTFIELD PENRITH

Tuesday 13 August 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

WESTFIELD PENRITH WEEKEND

Sunday 18 August 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

KATOOMBA CENTRE

Saturday 31 August 2019, 9:30 am to 5:30 pm

Duration: 1 day, \$152 Workshop, no concessions

Computers : Excel Intermediate

This course will provide you with the skills and knowledge to produce effective spreadsheet for your business or personal use. This course covers formulae, functions, conditional formatting, charting and complex printing options

FSKDIG02 Use digital technology for simple workplace tasks

BSBITU212 Create and use spreadsheets

WESTFIELD PENRITH

Tuesday 27 August 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

WESTFIELD PENRITH WEEKEND

Sunday 1 September 2019, 9:30 am to 5:30 pm

Duration: 1 Day, \$152 Workshop, no concession

TECH SAVVY SMALL BUSINESS. NSW GOVERNMENT SUBSIDISED TRAINING.

IT and Digital Courses



Accredited Training

Nepean Community College is a Registered Training Organisation (RTO ID 1223).

Computers : Introduction to Xero

In this introductory course you will learn invoice, bank reconciliation, contacts, inventory, quotes, expense claims and reporting and formulating BAS statements using Xero Accounting Software.

BSBFIA401 Prepare financial reports

BSBFIA301 Maintain financial records

FSKDIG03 Use digital technology for routine workplace tasks

WESTFIELD PENRITH

Monday 29 July 2019, 6:30 pm to 8:30 pm

Duration: 8 Weeks, \$320

Computers : MS Office Productivity Skills

If you've decided to get back into the workforce or are wanting to upskill then this course is for you. Microsoft Office is a computer package which includes a variety of programs. This course includes many keyboarding shortcuts and will help familiarise you with the most common MS Office products: Word, Excel, PowerPoint and Microsoft Publisher. Basic computer experience preferred.

BSBITU313 Design and produce digital Text documents

BSBITU314 Design and produce spreadsheets

BSBITU312 Create electronic presentations

BSBITU309 Produce desktop published documents

BSBITU306 Design and produce business documents

KATOOMBA CENTRE

Monday 29 July 2019, 2:00 pm to 4:00 pm

Duration: 12 weeks, \$320

WESTFIELD PENRITH

Tuesday 30 July 2019, 6:30 pm to 8:30 pm

Duration: 12 Weeks, \$320

WESTFIELD PENRITH

Thursday 5 September 2019, 10:00 am to 4:00 pm

Duration: 4 Weeks, \$320

WESTFIELD PENRITH WEEKEND

Saturday 14 September 2019, 10:00 am to 4:00 pm

Duration: 4 Weeks, \$320 Workshop, no concession

Computers : MS Word Beginners

MS Word is a popular and most powerful Word Processing application. In this course you will learn how to use it's tools to digitally produce documents that are suitable in a workplace context.

FSKDIG01 Use digital technology for basic workplace tasks

BSBITU211 Produce digital text documents

WESTFIELD PENRITH

Wednesday 21 August 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

WESTFIELD PENRITH WEEKEND

Sunday 8 September 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

Computers : MS Word Intermediate

Microsoft Word is a popular and powerful Word Processing application. This course aims to enhance existing Microsoft Word skills by covering more specific documentation creation aspects such as working with multiple documents, formatting in tables, styles, merging and working with pictures and illustrations.

FSKDIG02 Use digital technology for simple workplace tasks

BSBITU313 Design and produce digital Text documents

WESTFIELD PENRITH

Wednesday 28 August 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

WESTFIELD PENRITH WEEKEND

Sunday 22 September 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

Computers : Pages

Pages is a word processor developed by Apple, and is part of the iWork productivity suite. During this workshop you will learn how to use the key functions of this software.

BSBITU211 Produce digital text documents

FSKDIG01 Use digital technology for basic workplace tasks

WESTFIELD PENRITH

Wednesday 31 July 2019, 10:00 am to 4:00 pm

Duration: 1 Day, \$114 Workshop, no concession

Touch typing

Learning how to touch type is a crucial skill in today's technical world. This course will introduce you the touch typing method and assist you to develop your speed and accuracy

BSBITU307 Develop keyboarding speed and accuracy

WESTFIELD PENRITH

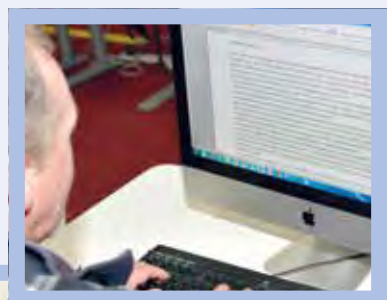
Thursday 1 August 2019, 6:30 pm to 8:30 pm

Duration: 8 Weeks, \$195

WESTFIELD PENRITH

Thursday 1 August 2019, 10:00 am to 12:00 pm

Duration: 8 Weeks, \$195



Did you know you might be eligible for Funded training ?
Call the College to see if you're eligible on 4724 9000.

Work Related Courses

Come Alive with Colour

Learn how to project confidence and master the art of illusion through colour and contrast. You will discover your best clothing and makeup colours so that you will look healthy and bright. Your clothes will co-ordinate and you will save time and money.

WESTFIELD PENRITH WEEKEND

Saturday 10 August 2019, 9:00 am to 1:00 pm

Duration: 1 Day, \$73 Workshop, no concession

Debating and Public Speaking

Learn debating and Public Speaking skills to improve your confidence, critical thinking and professional presentation skills.

PENRITH HIGH SCHOOL

Tuesday 30 July 2019, 7:00 pm to 9:00 pm

Duration: 8 Weeks, \$179

Dress to Impress : Men Only

Looking good makes you feel good. Spend a day learning how to choose clothes and accessories that compliment your body shape, image and colouring so that you look more confident, streamlined and in proportion. Learn how to buy clothes and suits that fit correctly and how to develop a wardrobe to suit your lifestyle and budget. Included in the cost of this workshop is the "Suit Yourself" workbook.

WESTFIELD PENRITH WEEKEND

Saturday 27 July 2019, 9:00 am to 3:00 pm

Duration: 1 Day, \$124 Workshop, no concession

Interview Skills

First impressions are lasting and, no matter what you know, you need to present the best of yourself at the interview. This workshop will give you some tips to make that first impression, how to build rapport in the interview, develop a framework for responding to the questions and knowing how to answer that difficult question.

WESTFIELD PENRITH

Wednesday 18 September 2019, 12:00 pm to 2:00 pm

Duration: 1 Day, \$36

Marketing and Sales Techniques

Would you like to make a bigger impact in your marketing or sales life? You may be a representative, small or home business owner or just looking to start in a position that requires the knowledge of sales and marketing skills. If you want to be successful in these skills, come to this course and discover the techniques to keep you ahead of the competition.

PENRITH HIGH SCHOOL

Tuesday 30 July 2019, 7:00 pm to 9:00 pm

Duration: 8 Weeks, \$195

Self-confidence and Public Speaking

This course will give you a better understanding of your strengths and your motivations whilst increasing your self-confidence and belief in yourself. You will also discover some techniques for effective public speaking using your voice, body language and speech.

WESTFIELD PENRITH

Thursday 1 August 2019, 6:30 pm to 8:30 pm

Duration: 8 Weeks, \$179

Simply Stylish : Your Ideal Silhouette

Learn how to understand your figure, where to camouflage your imperfections and how to improve your silhouette. Your figure will be analysed and your best clothing styles will be identified. You will receive a print out of your personal body shape analysis and a workbook valued at \$40 is included in the cost of the course. Workshop no concessions.

WESTFIELD PENRITH WEEKEND

Saturday 21 September 2019, 9:00 am to 1:00 pm

Duration: 1 Day, \$115 Workshop, no concession

Starting up your own home based business

This is an introductory course about setting up your own business. You will organise your business ideas and use your organisational skills to plan and research your business and evaluate your competitors. You will also research marketing and advertising ideas as well as the registrations and approvals required to run a successful business.

WESTFIELD PENRITH WEEKEND

Saturday 14 September 2019, 9:30 am to 4:30 pm

Duration: 3 Weeks, \$235 Workshop, no concession

Typing Test

One hour typing test, you will receive a Proficiency Certificate with your speed and accuracy recognised. Please call 47249000 to book your appointment.

WESTFIELD PENRITH

Duration: 1 lesson, \$55 Phone to Register

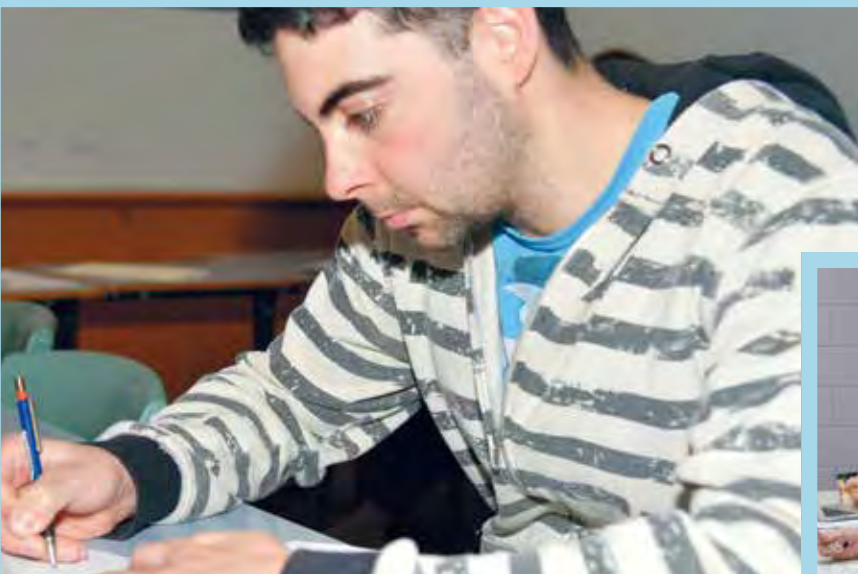
What to Wear

Do you have a wardrobe full of clothes, but never seem to have anything to wear? Perhaps you are entering or re-entering the workforce or just need a change of image. Learn how to choose clothing to enhance your figure and the image you wish to project at work and for leisure. We will also look at how to plan a wardrobe to suit your budget, needs and accessories and what is suitable attire for a variety of occasions. No concessions.

WESTFIELD PENRITH WEEKEND

Saturday 3 August 2019, 9:00 am to 3:00 pm

Duration: 1 Day, \$84 Workshop, no concession



HOW YOU LOOK + HOW YOU SPEAK + HOW YOU ACT = YOUR PERSONAL BRAND



Work Related Courses



Accredited Training

Nepean Community College is a Registered Training Organisation (RTO ID 1223).

Bookkeeping for Small Business

This course will teach you the basic principles of bookkeeping necessary for small business, including GST. The emphasis will be on preparing a full set of manual accounting records and taking these through to Profit and Loss.

BSBFIA301 Maintain financial records

BSBFIA303 Process accounts payable and receivable

BSBFIA304 Maintain a general ledger

WESTFIELD PENRITH

Monday 29 July 2019, 6:30 pm to 8:30 pm

Duration: 8 Weeks, \$195

Business : Plan your small business

Are you interested in setting up your own small business but don't know where to start? This course will assist you to begin your business planning and research your market to put you on the path to achieve your business objectives. Note that you must be able to interpret business information and numerical data to complete the activities required by the course outlines.

BSBSMB404 Undertake small business planning

BSBSMB403 Market the small business

FSKLRG09 Use strategies to respond to routine workplace problems

KATOOMBA CENTRE

Wednesday 31 July 2019, 5:30 pm to 8:30 pm

Duration: 8 Weeks, \$393

Business : Small Business Marketing

Do you want to promote your small business but not sure where to start? Take your small business ideas to the next level with this course. We will assist you to plan and market your business by addressing the needs of your customers. Your final assignment will include a presentation of your marketing ideas to your classmates for feedback.

BSBSMB404 Undertake small business planning

BSBSMB403 Market the small business

BSBCUS402 Address customer needs

BSBCMM401 Make a presentation

KATOOMBA CENTRE

Saturday 3 August 2019, 9:00 am to 3:00 pm

Duration: 6 Weeks, \$589

FULLY FUNDED TRAINING FOR SMALL BUSINESS

some things our customers have said...

focussed

hands on

freedom to ask

opened a universe

laughs and new skills

simple and clear

super easy to understand

TECH SAVVY SMALL BUSINESS

Tech Savvy Small Business is subsidised by the NSW Government to bring the power of Community College to Small Business.

Mix and match programs or call for a custom build to grow your business.

ACCREDITED COURSES

Call now on 4724 9000

READY TO REGISTER? SEE PAGES 30 - 31 FOR REGISTRATION FORM

Full Qualification Programs



Accredited Training

Nepean Community College is a Registered Training Organisation (RTO ID 1223).

Certificate III in Individual Support (Disability) (CHC33015)

This qualification, Certificate III in Individual Support (Disability) CHC33015, is suitable for support workers who work in a community and/or residential setting as well as those who support people with a disability. If you follow an individualised plan to provide person-centred support to people who may require support, this course is for you. To achieve this qualification, you must complete at least 120 hours of work in a suitable agency or support group home.

- HLTWHS002 Follow safe work practices for direct client care
- CHCCCS015 Provide individualised support
- CHCCOM005 Communicate and work in health or community services
- CHCDIV001 Work with diverse people
- HLTAAP001 Recognise healthy body systems
- CHCCCS023 Support independence and wellbeing
- CHCDIS001 Contribute to ongoing skills development using a strengths-based approach
- CHCDIS002 Follow established person-centred behaviour supports
- CHCADV001 Facilitate the interests and rights of clients
- CHCDIS003 Support community participation and social inclusion
- CHCDIS007 Facilitate the empowerment of people with disability
- CHCLEG001 Work legally and ethically
- CHCCCS011 Meet personal support needs

WESTFIELD PENRITH

Thursday 8 August 2019, 9:30 am to 2:30 pm

Duration: 26 Weeks, \$1450 2 days per week. Tutor support Available both days from 9am to 5pm. If this is your second Full Qualification the standard fee is \$1750

Certificate IV in Disability

This qualification, Certificate IV in Disability CHC43115, will give you the skills to train and support and empower the person with a disability to achieve greater levels of independence, self-reliance, community participation and well being.

To achieve this qualification, you must complete at least 120 hours of work in a suitable agency or support group home.

- HLTWHS002 Follow safe work practices for direct client care
- CHCCCS015 Provide individualised support
- CHCDIS002 Follow established person-centred behaviour supports
- CHCDIS005 Develop and provide person-centred service responses
- CHCDIS007 Facilitate the empowerment of people with disability
- CHCDIS008 Facilitate community participation and social inclusion
- CHCDIS009 Facilitate ongoing skills development using a person-centred approach
- CHCDIS010 Provide person-centred services to people with disability with complex needs
- CHCDIV001 Work with diverse people
- CHCLEG003 Manage legal and ethical compliance
- HLTAAP001 Recognise healthy body systems
- CHCADV001 Facilitate the interests and rights of clients
- CHCDIS004 Communicate using augmentative and alternative communication strategies
- CHCCCS011 Meet personal support needs

WESTFIELD PENRITH

Wednesday 31 July 2019, 9:30 am to 2:30 pm

Duration: 26 Weeks, \$1990 One day face to face and one day distance learning. Tutor Support available from 9am to 5pm on course day. Second qualification price is \$2320

Certificate II in Information, Digital Media & Technology

Do you have some IT skills and are interested in entering a career in IT? Certificate II in Information, Digital Media & Technology (ICT20115) is the entry level Qualification that provides you with the foundation skills and knowledge to use information and communications technology (ICT) in any industry.

- BSBWHS201 Contribute to health and safety of self and others
- BSBSUS201 Participate in environmentally sustainable work practices
- ICTICT201 Use computer operating systems and hardware
- ICTICT202 Work and communicate effectively in an ICT environment
- ICTICT203 Operate application software packages
- ICTICT204 Operate a digital media technology package
- ICTWEB201 Use social media tools for collaboration and engagement
- CUADIG303 Produce and prepare photo images
- ICPDMT321 Capture a digital image
- ICTICT209 Interact with ICT clients
- ICTSAS201 Maintain inventories for equipment, software and documentation
- ICTSAS202 Apply problem-solving techniques to routine ICT malfunctions
- ICTSAS204 Record client support requirements
- ICTSAS208 Maintain ICT equipment and consumables

WESTFIELD PENRITH

Thursday 1 August 2019, 9:00 am to 5:00 pm

Duration: 16 weeks, \$1320 If this is your second Full Qualification the standard fee is \$1580

REGISTER



Contact Us & Complete Your Registration Form (page 31)

CONNECT



Let us confirm your choice is the best course for you and confirm your fee & subsidies

COMMIT



Complete your Enrolment and get ready to start your journey.



Call 4724 9000



or go to www.ncc.nsw.edu.au

RTO ID 1223

NEED TO UP SKILL OR CHANGE COURSE IN YOUR LIFE? TRY ONE OF OUR FULL QUALIFICATIONS

 Full Qualification Programs



Accredited Training

Nepean Community College is a Registered Training Organisation (RTO ID 1223).

Certificate III in Business Administration

Certificate III in Business Administration (BSB30415) consists of 2 core and 11 elective units. This course will give you the skills to use a keyboard, skills in customer service and powerpoint presentations, WHS and spreadsheets, work priorities and writing documents using business technology. You will be able to apply these skills in a broad range of administrative roles. This course is a combination of classroom activities and self-paced learning.

- BSBWHS201 Contribute to health and safety of self and others
- BSBITU307 Develop keyboarding speed and accuracy
- BSBWRT301 Write simple documents
- BSBITU314 Design and Produce spreadsheets
- BSBCUS301 Deliver and monitor a service to customers
- BSBWOR301 Organise personal work priorities and development
- BSBITU313 Design and produce digital Text documents
- BSBITU306 Design and produce business documents
- BSBITU309 Produce desktop published documents
- BSBITU312 Create electronic presentations
- BSBADM302 Produce texts from notes
- BSBWOR204 Use business technology
- BSBADM307 Organise schedules

WESTFIELD PENRITH

Wednesday 31 July 2019, 9:30 am to 3:30 pm

Duration: 16 Weeks, \$1320 If this is your second Full Qualification the standard fee is \$1580

Certificate IV in Business Administration

You already have well-developed administrative skills however if you need to develop skills in organising meetings and administering projects, maintaining business resources and developing your team's skills, this course, Certificate IV in Business Administration (BSB40515) is the correct choice for you. This course is aimed at people in a leadership role or those aspiring to be a leader.

- BSBADM405 Organise meetings
- BSBITU401 Design and develop complex text documents
- BSBITU402 Develop and use complex spreadsheets
- BSBITU404 Produce complex desktop published documents
- BSBWRT401 Write complex documents
- BSBADM407 Administer projects
- BSBCMM401 Make a presentation
- BSBCUS401 Coordinate implementation of customer service strategies
- BSBCUS402 Address customer needs
- BSBINN301 Promote innovation in a team environment

WESTFIELD PENRITH

Monday 29 July 2019, 10:00 am to 4:00 pm

Duration: 26 Weeks, \$1580 If this is your second Full Qualification the standard fee is \$1850

Certificate IV in New Small Business

Certificate IV in New Small Business (BSB42618) consists of 4 core and 6 elective units. To obtain this qualification it is necessary to complete all 10 units. You may have your job specific skills but like many Small Business people you lack well-rounded business management skills. This training is a blend of face to face and self-paced learning with ongoing support by your trainer.

- BSBSMB401 Establish legal and risk management requirements of small business
- BSBSMB403 Market the small business
- BSBSMB404 Undertake small business planning
- BSBSMB421 Manage small business finances
- BSBCMM401 Make a presentation
- BSBCUS401 Coordinate implementation of customer service strategies
- BSBCUS402 Address customer needs
- BSBSMB407 Manage a small team
- BSBSMB408 Manage personal, family, cultural and business obligations
- BSBSMB423 Create a digital technology plan for small business

WESTFIELD PENRITH

Wednesday 31 July 2019, 6:00 pm to 9:00 pm

Duration: 40 Weeks, \$1580 If this is your second Full Qualification the standard fee is \$1850

FULL QUALIFICATIONS AVAILABLE



- Certificate I in Access to Vocational Pathways (FSK10113)
- Certificate I in Business (BSB10115)
- Certificate I in Information, Digital Media and Technology (ICT10115)
- Certificate I in Skills for Vocational Pathways (FSK10213)
- Certificate II in Business (BSB20115)
- Certificate II in Skills for Work and Vocational Pathways (FSK20113)
- Certificate III in Business Administration (BSB30415)
- Certificate III in Individual Support (CHC33015)
- Certificate IV in Business Administration (BSB40515)
- Certificate IV in Disability (CHC43115)
- Certificate IV in New Small Business (BSB42618)

Seminars and Workshops

Business blogging

No matter what kind of company you have, you need to be blogging. Even if you don't consider yourself a writer or blogger, it's essential because your business blog offers another touch point with your customers. It's easy to do and there are several good reasons you should do it. Workshop no concessions.

WESTFIELD PENRITH

Monday 5 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Facebook for Business

More than 1 million people use Facebook. Marketing on Facebook will help your business to create relationships and find new customers. Learn how to deliver your message to the right audience and improve your brand awareness online by creating engaging and compelling advertisements that will reach the right audience. Workshop no concessions.

WESTFIELD PENRITH

Tuesday 27 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50

Fast & Fearless Information Products

Developing your own information products (infoproducts) is one of the fastest ways to create new income streams. Infoproducts like eBooks, video courses, and audio courses offer a way to help your target audience with informational content that gives them solutions to their problems. By publishing these products, you not only earn money, but also spread awareness of your brand and build a relationship with your audience, which can lead to more sales down the road. Through these products, you demonstrate your expertise in your niche and your intention to help people.

WESTFIELD PENRITH

Tuesday 3 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

How to attract and engage with visuals

In today's world of 'content overwhelm' online, visuals can make all the difference to whether someone looks at your content or not. People love visuals because they have an immediate emotional impact and they're easy to take in at a glance. No matter what industry you're in, visual content should be an important component of your content marketing strategy. Workshop no concessions.

WESTFIELD PENRITH

Tuesday 6 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

How to build an email list from scratch

In this course, you'll learn exactly what you need to do to build a targeted email list from scratch. You'll put automated systems in place to attract potential clients on a consistent basis. You'll discover the best ways to find your ideal subscribers, as well as how to entice them to provide their email details. And by the time you've finished the course, you'll have a detailed plan to use your growing email list to get your business on track and achieve the results you want. Workshop no concessions.

WESTFIELD PENRITH

Tuesday 20 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

How to create a realistic content marketing plan

Creating content isn't done on the fly. Small business owners don't get struck by inspiration and crank out blog posts that magically turn leads into customers. Successful content marketers have a process they use to plan their content over the long-term for sustainable results. To count yourself among their ranks, you need a content marketing plan, and this course will teach you step-by-step how to create and implement one that you can realistically commit to. Workshop no concessions.

WESTFIELD PENRITH

Tuesday 13 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

How to create an online course

The benefits of online courses are extraordinary, both for your business and for your clients. Online courses have revolutionised learning, and with all the amazing and affordable tools and technology available to us today, there's never been an easier and better time to create your own online training program. Workshop no concessions.

WESTFIELD PENRITH

Monday 2 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Instagram for Business

With over 500 million active accounts, Instagram is a highly engaged online community that has the capacity to reach your audience. You can promote your brand and products directly to your customers through creative images and videos to drive your businesses sales and enhance your online presence. Workshop no concessions.

WESTFIELD PENRITH

Tuesday 10 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Know your customer

Whether starting a business or trying to grow and expand your existing business, there is a great deal of research involved. The most successful business owners understand the importance of staying on top of industry trends and keeping an ear to the ground at all times. Businesses spend a great deal of time researching their competitors in order to give themselves an edge. But with all of this research, you may be missing the most important piece of the puzzle – your customer. Workshop no concessions.

WESTFIELD PENRITH

Monday 12 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Linkedin for Business

Establishing a presence for your business on LinkedIn is an excellent way to build your brand awareness. Create a profile that will allow your business to connect with new networks as you join the over 53 million users currently on LinkedIn. Workshop no concessions.

WESTFIELD PENRITH

Duration: Single Session, \$100 This is a one to one workshop.

Phone to book an appointment.



Seminars and Workshops

Magnetic Content

Consistently Create Content that Attracts & Engages Your Market. There are five keys to creating a solid content creation and publishing system, and you're going to learn these five keys in this workshop. By the end, you'll have a system in place to get started. Workshop no concessions.

WESTFIELD PENRITH

Monday 19 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Mailchimp

In this course, you will be shown step by step how to use Mailchimp to create stylish emails and newsletters to send out to your customers. Workshop no concessions.

WESTFIELD PENRITH

Duration: Single Session, \$100 This is a one to one workshop.

Phone to book an appointment.

WESTFIELD PENRITH

Monday 9 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Mind Mapping for Business

In this course you will identify the benefits of using mind maps. Mind maps enable you to manage and organise information both on a personal and business level as well as planning and brainstorming and problem solving. Mind maps can even be used to design and plan websites. This tool is essential in your business and personal life. Workshop no concessions.

WESTFIELD PENRITH

Monday 26 August 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Pinterest for Business

Use Pinterest to get discovered by millions of people looking for things to plan, buy and do. Pinterest is a great platform to showcase your business products discovered by millions of users and increase your brand awareness. Workshop no concessions.

WESTFIELD PENRITH

Duration: Single Session, \$100 This is a one to one workshop.

Phone to book an appointment.

Plan, shoot & edit the Interview

During this course you will learn the structures of commercial interview techniques used in business. Techniques in planning, shooting & editing the interview for business.

KATOOMBA CENTRE

Saturday 3 August 2019, 10:00 am to 1:00 pm

Duration: 8 Weeks, \$293

Protect your online reputation

Online reputation management, also called ORM, refers to building, improving, or restoring your brand's name on the Internet. It means taking control of your reputation online by employing various strategies that are both proactive and reactive (for any damage control needed). Whether tackling negative Google search results, removing risky personal information on social media, or eliminating troubling images that shouldn't be online, ORM is essential to any brand's image. Workshop no concessions.

WESTFIELD PENRITH

Monday 23 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Rapid Results Marketing Formula

This course will help you to see some results from your marketing efforts, and to see them quickly. It will guide you away from the tendency to jump on the latest marketing trends and the typical desire to work on several marketing strategies at once. Instead, it will help you focus on one short-term goal and strategy that makes the most sense for your business, so that you can put all your energy into that and follow it through to success. Workshop no concessions.

WESTFIELD PENRITH

Monday 23 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Social Media Engagement Strategies

Do you want to build a rock solid Social Media Presence that can't be ignored? How to build interaction and deepen relationships with your customers and followers on social media. Workshop no concessions.

WESTFIELD PENRITH

Monday 16 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Website Content

How to make the pages of your website work for you. Did you know that people research before they buy or connect with you? This is why you need to make sure that the content you put on your site will help them determine that you are the right person for them. It is very important that your content provides the right message to your readers so they can identify you as the expert in your industry. Workshop no concessions.

WESTFIELD PENRITH

Tuesday 17 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register

Website Optimisation

Learn the basics of Search Engine Optimisation and Conversion Optimisation to empower you to make changes to your website that will improve search rankings, increase qualified traffic and lead to more sales. Workshop no concessions.

WESTFIELD PENRITH

Monday 16 September 2019, 10:00 am to 1:00 pm

Duration: 1 Lesson, \$50 Phone to Register