

Internet Basics for Business

“I know that the Internet holds great potential and wanted to use it for my business. One Zero One helped get me started by simplifying the options and boiling it down to something I could understand. Before I knew it, we had mapped out a clear goal and a realistic time frame to implement some simple, valuable efficiencies.”

Daylan James - Owner of Enni - www.enni.net.au

Are you confused where to start when it comes to using the Internet for your business? Are you looking for ways to save costs and improve efficiency? Do you lack the time or knowledge to get started?

Attend **Internet Basics for Business** and get a practical, non-technical introduction to using the Internet to improve your business performance. Over two days you'll plan, set up and learn to use the same range of trusted (mostly free!) Internet tools and services that we use for our business operations and online marketing activities. Leave equipped with practical knowledge of how to make the Internet work for your business and the tools to hit the ground running.

Business Operations

In Business Operations we'll look at improving your efficiency and saving costs using online strategies and services. We'll cover:

- How to identify activities that will benefit from online services.
- Finding and evaluating online tools.
- Setting up the basic business operations toolset using online services.
- Understanding and managing the implications with using online tools.

We'll look at a number of online tools, including: eMail & calendaring, word processing, spreadsheets, presentations, collaboration, document sharing and mobile access.

Marketing

In Marketing we'll look at using Internet services for your business marketing activities. You'll learn:

- How to set your online objectives.
- How to get your website designed, built and updated.
- The basics of Internet promotion and advertising.
- How to measure your marketing performance online.

We'll look at a number of online tools including websites and blogging, web measurement and social networking.

Other Details

This course is ideally suited to small and medium business operators, start-ups and not for profit organisations.

Your course will be run by Jason Elston. Jason has been helping businesses understand and apply Internet technology for over 10 years.

The course runs over two (2) days. Complementary course materials will be provided.

For bookings please contact Jason on 0438 901 687 or info@onezeroone.com.au

Sign up now, places are limited!

Internet Basics for Business

~~\$1195~~

\$795

Earlybird Special (Book and pay by 26 Feb)

Contact Details

Name:.....

Company:.....

Business Ph:.....

Mobile Ph:.....

Email:.....

Postal Address:.....

Special Requirements (e.g. Diet, Physical Access):.....

Course Details

I wish to attend the following course (please tick):

15th & 16th March 2010 in central **Melbourne** (venue details to follow)

22nd & 23rd March 2010 in central **Sydney** (venue details to follow)

Lunch and refreshments are included. All training materials will be provided.

Please contact us for any other questions.

Payment Details

Receive a further \$50 off for everyone you refer that purchases one of our courses (up to \$200).

I would like to pay via (please tick):

Direct Debit (BSB: 063 181, Acct #:1028 6951).

Credit Card (via Paypal and Attracts a 3% surcharge - call or email for details).

Send an invoice for my company to pay (must be paid in full before commencing).