

**Accounting & Business Software Expo 2020**  
**Seminar Timetable**  
**Thursday 12<sup>th</sup> March - Technology Park – Bentley**  
**8am to 5pm**  
**Cost – All sessions are FREE**

**8:00am to 9:15am – Wage Theft - Could you be Guilty?**  
**Presented by Sue Bullen & Danny Ramsawmy, CA Management Services**

Big companies like Woolworths and Beaurepairs have recently been found to be underpaying their staff! Are you? The recent spate of high profile companies caught up in wage underpayment scandals should make us all pause and review our own payrolls and human resource management systems.

**9:20am to 9:55am – Business Accounting System Challenge**  
**Presented by Colin Atkinson, CA Management Services**

Are you one of the many businesses that are outgrowing MYOB /Xero or QuickBooks? Where do you go? What do you need to consider in making this decision? Do you get an add-on or something bigger? What bang do you get for your buck and how many spreadsheets will you get rid of? Colin can help you get a plan together.

**10:10am to 10.50am -Banks and Business – Is it possible to play well together?**  
**Presented by Jamie Holroyd, Exponential Finance**

At this session Jamie Holroyd will discuss:

- The wash up of the Banking Royal Commission.
- What does it mean for your business?
- Trends in financing and new product innovation.
- How much debt is too much debt?
- Common financing mistakes.
- The impact of ATO arrears and One touch payroll on financing capability.
- How long should I allow to apply for a loan?
- What Risk issues are on the Lenders radar?

**11:00am to 11.40am – Want To Get Ahead Of Your Competitors? Expand your business by empowering your customers and workforce to do more.**  
**Presented by Michael Macliver, Managing Director of Triumph Business Systems**

There's no getting around the fact that digital transformation is here, and it's real. The drive toward the digital enterprise will only grow more intense as companies seek to produce more value and innovation at less cost, by employing technology as the tool. To succeed in this emerging digitally driven economy, it's urgent and imperative that the entire company—all workers at all levels—be empowered to take the lead. With technology, autonomy and access to information—your company can meet competitive challenges for years to come. In this seminar we will look at how to expand your business by empowering your customers and workforce to do more armed with the intelligence that technology provides.

1. eCommerce,
2. Job Mobile
3. Paperless Picking
4. Inventory scanning

**12:00pm to 12.40pm – Profitable Networking growing your business in a tough economy.**  
**Presented by Ron Gibson, Go Networking**

Would you like to attract and land more customers each month? Growing your business in a tough economy requires some re-thinking for your sales team. Come to this session and learn what's working for other successful business people. Your presenter, Ron Gibson is Australia's leading expert in generating business thru networking and referrals.

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**1:00pm to 1.40pm – Conversational Marketing – Never heard of this before.**  
**Presented by Darshan Krishnasamy, Engaje**

It is where social media/web marketing is heading and now is the time to catchup and get ahead of your competitors. This is all about how chat bots and AI technology actually starts helping Small to medium business at an affordable price

**2:00pm to 2.20pm - How to use LinkedIn to raise your visibility and influence your sales.**  
**Presented by Jo Saunders. Wildfire Social Marketing**

Discover why LinkedIn trumps other social media platforms when it comes to building your professional brand. Jo will share;

- The three key LinkedIn activities every professional should invest in
- Two SEO tips to help you get found in LinkedIn and Google
- A networking hack to grow your network instantly

Jo Saunders is an international LinkedIn strategist, author and social media educator who shows leaders and teams how to increase visibility, amplify authority and earn influence using LinkedIn and social marketing tools.

**2:25pm – 2:45pm – Video-marketing trends in 2020 (Where should your eyeballs be)**  
**Presented by Reg Sorrell, Online Videos Perth**

Three trends I will cover are:

1. Personalised Videos
2. Shoppable Videos
3. Data First Approach and the platforms to concentrate on are LinkedIn and YouTube.

**3:00 pm – 3:20 pm – How to create a simple and fast 1-page Marketing Plan to make more money from your website.**  
**Presented by Adam Rowles, Inbound Marketing Agency**

Follow our simple fill-in-the-blanks 1-Page Marketing Plan.

- How to get new customers with a lead generation system
- How to position your business as a trusted authority
- How to stand out from the competition

**3:25pm to 3:45pm – How to safeguard your business from workforce-related risk.**  
**Presented by Roy Mellon, Chief Executive of the Definitiv Group**

Staying on top of your workforce compliance records to meet operational and regulatory requirements can be a minefield for most companies. Discover the tools you can adopt in your business to help keep your workforce safe and productive.

**4:00pm to 5:00pm – Wage Theft - Could you be Guilty? \*this is a repeat of the 8am session\***  
**Presented by Sue Bullen & Danny Ramsawmy, CA Management Services**

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