

Regional Roadshow Lismore

Supporting the creative industries with a series of free events brought to you by the NSW Government's Small Biz Connect program



Monica Davidson

Director and Doyenne, Creative+Business

Monica has been self-employed in the arts since she was a teenager, learning how to run a creative business the hard way. She started offering informal tutorials to help other creatives and is now a recognised expert in the field.

Marketing Basics for Creative People

Monday 16 May
5.15-7.30pm

Learn the key elements of a successful marketing campaign including strategy, websites, social media, word of mouth, measurements and goals.

The Future of the Creative Industries

Tuesday 17 May
7.15-9.30am

Led by industry expert Monica Davidson, this breakfast seminar will include a Q&A panel, a networking opportunity and information on relevant services and support from key Government agencies.

Top Ten Tips for Creative Business

Tuesday 17 May
9.30-11.45am

Identify the essential elements for running or starting a creative business including goal setting, business planning, time management, money and marketing. Benefit from resources, exercises and networking.

Small Biz Bus

Monday 16 May &
Tuesday 17 May

Have a creative specialist advisory session with Monica Davidson. Bookings are essential: 1300 134 359 or smallbusiness.nsw.gov.au

Location

Lismore City Hall: 1 Bounty Street, Lismore

Register

www.nortecsmallbiz.org

Contact

Jo Schultz, Nortec, 02 6685 5000