



FORTNIGHTLY BULLETIN

20 June 2018

BULLETIN 11

Dear Scholars & Members

Welcome to the eleventh Fortnightly ILFSN Bulletin.

Please note all invitations for ILFSN functions and events will be sent via the ILFSN Bulletin.

PREVIOUS EVENTS

To view photos from previous events held by The Industry Leaders Fund please click onto the following link:

<https://industryleaders.com.au/functions-events-photo-gallery/>

COMING EVENTS/DATES

WEDNESDAY 25 JULY

ILFSN INVITATION

DIGITAL MARKETING PLAN 360 WORKSHOP with facilitator Geoff Kwitko

RE-RUN DUE TO STRONG DEMAND

THE FIRST WORKSHOP WAS BOOKED OUT AND WITH STRONG RESIDUAL DEMAND GEOFF KWITKO HAS AGREED TO PROVIDE ANOTHER SEMINAR.

FOR THIS SEMINAR THE ILF BOARD HAS APPROVED EACH SCHOLAR BRINGING ONE DIGITAL MARKETING SPECIALIST FROM YOUR BUSINESS.

THIS SEMINAR IS SURE TO FILL QUICKLY. BOOK EARLY TO AVOID DISAPPOINTMENT

Held at: To be confirmed

Time: 12.30pm to 6.30pm (Includes lunch, afternoon tea and networking drinks)

This 4 hour workshop is for business owners **who want to gain a high level understanding of digital marketing so they can better lead and manage their marketing team**. The workshop includes a **concise and practical** explanation of every important aspect of digital marketing. What you can expect to gain from attending:

- The workshop is primarily aimed at business owners who are either supervising a marketing manager or an external marketing agency..... BUT it would still be very useful for the marketing managers themselves to come along too.
- The goal of the workshop is for every participant to walk out with a five page internet marketing plan, based on the template marketing plan I will provide them (with fill in the blanks / checkboxes). This internet marketing plan will outline topics such as “what marketing channels will we use” to “what social media networks will we use” to “how will we use videos to market our product”. This marketing plan can then be used as a prompt for further discussion / planning with their wider marketing team (which includes external marketing agencies). In addition to being a structured action checklist for future marketing activities, the internet marketing plan will provide an objective audit of strengths/weaknesses of their current marketing mix.
- In order to help audience members to make informed decisions on their internet marketing plans, Geoff will provide an introductory explanation of the technology/marketing theory as well as business strategy behind it. This will leave the audience with a much better understanding of questions like “why is social media important” and “why is blogging still relevant and important”.
- Geoff will also cover tips on how to manage / lead marketing teams (with an emphasis on how to create high performance relationships with external marketing agencies)
- Below are the topics that Geoff will teach, and the topics that will be documented in the marketing plan that the audience will create.

You will immediately apply your new knowledge by quickly creating a five page internet marketing plan, based on easy to use questionnaires and checklists. This workshop will cover the following topics

1. **Start a digital relationship**
 - a. Social Media
 - b. Blogging
 - c. Video Marketing
2. **Attract website traffic**
 - a. Search Engine Optimisation
 - b. Online Advertising
3. **Capture leads**
 - a. Copywriting

- b. Web Page Design
- c. Content Marketing
- d. Competitions
- 4. **Nurture leads**
 - a. Webinars
 - b. Email marketing
- 5. **Convert sales**
 - a. Sales Automation
 - b. CRM systems
- 6. **Reactivate sales**
 - a. Customer Retention Strategies
 - b. CRM Systems
- 7. **Strategic Review**
 - a. Internet Marketing Plans
 - b. Funnels / Data / Metrics / Goals

Read about Geoff Kwitko:

<https://industryleaders.com.au/wp-content/uploads/2018/03/About-Geoff-Kwitko-Digital-Marketing.pdf>

Please RSVP to Suzi: suzi@industryleaders.com.au by Thursday 19 July 2018

TUESDAY 21 AUGUST

The South Australia Dinner, at the Naval, Military and Air Force Club of South Australia.

Speakers are -

Jim Grose from Precision Manufacturing &

Scott Begbie from APC Technology

Time: 1800—2000

Location: 111 Hutt Street, Adelaide

Price: \$60.00 - Includes two-course dinner and Club beverages

Dress: Jacket and Tie

RSVP: By Friday, 17 July 2018 Please contact Sarah on 8223 2422 or by email

sarah.lewis@navmil.org

* Late booking fee applies

MONDAY 24 SEPTEMBER

ILF GRANT AWARDS CEREMONY – 5.30 TO 7.30 PM

Save the date for the ILF “Premier event” of the year.

FRIDAY 19 OCTOBER

ILFSN TRAINING WORKSHOP – GOOD CULTURE IN BUSINESS – 12.30 TO 6.30 PM

Save the date for a highly requested topic workshop.

EXTERNAL PROGRAMS

Twenty per cent discount for ILF Scholars who are Adelaide University Alumni and wish to do an Executive Education course at the Adelaide University.

<https://business.adelaide.edu.au/execed/>

Business SA are holding -

The Export Ready Program (for further info click onto the links below) has been developed especially for South Australian businesses who are:

- New to exporting
- Not yet exporting but seriously considering taking the next big step
- Already exporting but looking to increase and optimise your results

The 2018 program will encompass **6 workshops**, each focusing on a particular area of exporting. Participants will be provided with a range of practical tools and advice that you can utilise specifically for your business.

As a value add, each participant will also receive ongoing **individual mentoring and coaching** from our experienced export adviser on areas specific to your business. You will also receive access to an online portal to Export Ready Program to access program related documents & templates and networking opportunities.

Program participants will complete the program with an **Export Business Plan**, including a **Marketing and Action Plan**, a **costing calculator**, and a **company profile document**.

The total cost for the six workshops is AUD \$1,600 (inclusive of GST). Currently, this price is heavily subsidised by the Department of State Development.

<https://industryleaders.com.au/wp-content/uploads/2018/05/Export-Ready-Program-outline.pdf>

<https://industryleaders.com.au/wp-content/uploads/2018/05/ERP-2018-Dates-group-2-and-group-3.pdf>

SCHOLARS IN THE MEDIA *(Click on the link to read the article)*

Congratulations to Cold Logic Refrigeration (Eddie Lane ILF 2012 and Dr Michael Riese ILF 2012) has been awarded a major contract with Australian submarine maintainer ASC after launching its dedicated defence division.

<https://industryleaders.com.au/wp-content/uploads/2018/06/Cold-Logic-Article-Advertiser-19Jun2018-small.pdf>

and

<http://www.climatecontrolnews.com.au/news/latest/cold-logic-inks-submarine-deal>

and

<https://www.defenceconnect.com.au/maritime-antisub/2421-cold-logic-awarded-collins-class-subcontract>

Congratulations to Power Health Solutions (Patrick Power ILF 2014) and Cowell Electric (Meagan Franklin ILF 2014) on being selected as finalists in the Telstra South Australian Business Awards for 2018.

<https://industryleaders.com.au/wp-content/uploads/2018/06/Tourism-wine-health-and-tech-businesTelstra-finalists-2018.pdf>

Supashock (Oscar Fiorinotto ILF 2017) launches new faster safer load and unload system for military vehicles in Europe.

<http://www.manmonthly.com.au/news/rheinmetall-supashock-unveil-military-load-handling-system/>

Kelly Engineering (Shane Kelly ILF 2013) expands into Africa.

<http://theleadsouthaustralia.com.au/industries/manufacturing/australian-tillage-system-proves-suitable-africa/>

Kelly Engineering (Shane Kelly ILF 2013) now manufacturing in Germany to support stronger penetration into European market.

<http://theleadsouthaustralia.com.au/industries/primary-industries/first-crop-aussie-tillage-machines-manufactured-germany/>

Please send us your news for inclusion in the bulletin – copies of news, articles published in papers or magazines or MP3 recording of live interviews preferred.