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Business workshops in Ipswich next month

Ipswich's business sector is invited to attend two workshops next month to help them utilise smart marketing practices and plan for long-term success.

Member for Ipswich Rachel Nolan said *Planning for success* would be held on 2 June.

"This workshop will provide participants with the knowledge and skills of business planning to help improve their overall business outcomes," she said.

"It will also help them to identify the steps used in the business planning process, define risk management strategies, use basic financial management tools and develop appropriate actions."

Ms Nolan encouraged business owners to attend the *Smart marketing* workshop on 23 June.

"This will assist business owners increase their knowledge in basic marketing practices to help create positive results," she said.

"The topics to be covered include increasing profit by increasing sales, identifying the business risk of discounting, identifying your customers' buying motives and realising the importance of customer service."

Planning for success is \$44 and will be held on 2 June from 5.30pm - 8.30pm at the Department's Ipswich Centre, 26 East Street, Ipswich.

Smart marketing is \$44 and will be held on 23 June from 5.30pm - 8.30pm at the Department's Ipswich Centre, 26 East Street, Ipswich.

For more information, or to book these workshops, contact the Employment, Industry Development and Innovation Ipswich Centre on (07) 3280 1943 or visit www.regions.qld.gov.au/workshops and select Ipswich.