



St George & Sutherland Shire

Sutherland Shire
COUNCIL



Program BEC Business Marketing & Sales Forum

Thursday 11th June 2009

University of Wollongong

Loftus Campus

1 Pitt St

LOFTUS

9:30	Official Welcome & Overview of BEC & services Presented by Maria Cook, Executive Officer, BEC
10:10	“The selling process- What is it & How to do it Effectively” Gil Avenaim, Business Facilitator BEC
11:00	Morning Tea - Networking
11:30	How to Develop Effective Above/Below The Line Marketing Strategies and Campaigns.” Jou Jou Jabbour, Marketing Angels
12:30	Lunch - Networking
1:30	How Excellent Customer Service Drives Sales Lara Kilborn, Business Development Manager BEC.
2:30	Afternoon Tea Networking
3:00	Marketing & Business Trends in 2009 - Key future opportunities for SME’s Anne-Marie Watson, Southside Marketing Solutions
3:50	Wrap Up & Close

BEC Business Marketing Forum

Sutherland Shire Council Annual Business Development Week

Thursday 11TH June 2008

9am to 4pm

SSHED – Pitt Street Loftus