

web 2.0 game plan workshop

Final Report



Chardonnay Lodge
Coonawarra
28th September 2009

Steve Davis – Patrick Baker & Associates
David Mitchell – DFEEST

proudly supported by



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FOREWORD

Women in Business & Regional Development (WiB&RD) – a not for profit organisation - was formed in 1998 under the auspices of the Limestone Coast Area Consultative Committee. In the 11 years that followed it supported women in business, encouraged economic prosperity and leadership skills in the Limestone Coast area. At the end of June 2009 when Area Consultative Committees were dissolved members of the WiB&RD board unanimously agreed to incorporate.

Women in Business and Regional Development were fortunate to secure funding through Department of Further Education Employment Science and Technology to deliver their first program since incorporation - Web 2.0 Game Plan. This ecommerce training and mentoring was developed for female business owners in the Limestone Coast Region to understand how new technologies can assist in sales and marketing; and also generate sales, profits and branding benefits to their sales and marketing strategies. Fifteen participants invested in this marketing program with its mentoring one-on-one sessions and as this course was over-subscribed and the evaluations indicated a successful training program it will likely be repeated next year.

The work by the Project Co-ordinator was professional and skilfully organised, the presenters excellent, imparting a great deal of knowledge in a relaxed atmosphere and in pleasant surroundings. Women in Business & Regional Development Inc are proud to be associated with such excellent training where it is evident that opportunities like this can really make a difference to businesses.

Elizabeth Hodges
Chairman
Women in Business & Regional Development Inc



Objectives:

To assist 15 female small business operators from the Limestone Coast region to:

- Understand how Web 2.0 and social networking developments can assist in sales and marketing.
- Facilitate participants' evaluation to determine if the opportunities presented are feasible within their own businesses.
- Utilise the individual mentoring components and define the key steps required, costs and timelines for implementing their own sales and marketing activity using the applications covered in the training.

Key performance indicators:

- 15 participants undertake the program, of which at least 10 will implement new marketing technologies.
- The quality of the presenters and the workshop content are rated above average by a majority of participants.
- At the end of the project Women in Business & Regional Development in conjunction with Steve Davis from Patrick Baker & Associates will compile 3 case studies showcasing the program and the positive results participants achieved. These case studies will include quotes testimonials which can then be used in promotional activities by funding partners.

Actual outcomes:

- Registrations were received from 20 female small business operators—more than the required numbers which resulted in a waiting list being established.
- 100% of participants surveyed indicated that they benefited from this e-commerce training.
- 99% of participants surveyed stated that the quality of the presenter exceeded their expectations and 1% stated that the quality of the presenter met their expectations.
- 100% of participants surveyed stated that the workshop content and workbook exceeded or met expectations.
- Participants surveyed have indicated that they will implement various e-strategies as a result of the Web 2.0 Game Plan training—e.g. adding a Wordpress blog, adding Google analytics to their website, opening a Twitter account, setting up RSS feeds,

making web content relevant, setting up Google Alerts and implementing Youtube videos.

- Strategic alliances with David Mitchell from DFEEST were formed on this project which provided participants with extra business support to improve their connections to and use of the internet.

Marketing and promotion:

- A four page motivational WEB 2.0 Game Plan flyer was disseminated throughout the Limestone Coast region via email to all Women in Business & Regional Development members.
- Promotional flyer distributed to other key stakeholder groups— Home Based Business Network, Limestone Coast Food Group, Limestone Coast Regional Development Board, Naracoorte Lucindale Business & Tourism Association, Limestone Coast Volunteer Resource Centre, DEEOR Network Victoria and Robe Tourism & Traders.
- Media release disseminated to local media attracted interest from Lifestyle 1 magazine prior to the training. The outcome of this communication has been the improvement of the profile and image of Women in Business & Regional Development.
- The Women in Business & Regional Development website was an effective tool for disseminating information to members who were able download registration forms for the WEB 2.0 Game Plan workshop.

Lessons learnt and recommendations:

- The WEB 2.0 Game Plan workshop attracted more registrations than required highlighting a need for the continuance of e commerce training in this region.
- The Women in Business & Regional Development database is the most cost effective marketing tool effectively attracting more participants to the WEB 2.0 Game Plan than any other media outlet. It is suggested that at every opportunity this database be expanded and utilised to promote business development.
- Because of the overwhelming success of this training and the strong interest and demand for further training it is recommended to investigate future Web 2.0 training opportunities for the Limestone Coast region. Both advanced and beginner e commerce training would be beneficial to this region which is continually isolated from skills development training opportunities.

List of attendees:

Allison Roe	
Kate McDonough	Red Blazers
Sandie Elsdon	
Leah Chamings	Cape Jaffa Wines
Janet Holme	Lakes Edge Robe
Joan Oldfield	TJ & JM Oldfield Contracting
Natalie Zwar	AC & NE Swar P/L
Tammy Creaser	Rural Solutions SA
Belle Baker	Baker Communications
Annie Haynes	The Shelter B & B
Tiffany Gillin	Blu Pod
Kate Hollick	Hollick Wines
Ann Marie Yates	Southern Precision P/L
Naomi Fallon	Chardonnay Lodge
Nadine DiGiorgio	Wedding & Event Management Services

Evaluation summary:

Industry Code that best fits your business

ANZIC Code	Description	Number
863	Other Health Services	1
525	Other Personal and Household Good Retailing	2
011	Horticulture and Fruit Growing	2
571	Accommodation	3
785	Marketing and Business Management Services	1
952	Other Personal Services	3
021	Services to Agriculture	3
	TOTAL	15

Question 1. Did you benefit from this e commerce training?

Yes 15 (100%)
No -

Comments made:

- Learnt lots of extra info
- Steve keeps your attention even when the volume of information in this topic is huge!

Question 2. What segments of this ecommerce training did you find particularly useful to your business and why?

- SEO Quake
- Google Insights
- Gets me motivated
- All (6)
- To better use Google
- RSS Feeds
- Google Alerts
- How Facebook, Twitter and Blogs relate to each other
- Wordpress
- Keywords
- Blogging (3)

Comments made:

- Even though I use Facebook a lot I still learned a lot. Also with making our blog for the business was great because Steve used Wordpress and that is the blog site we use
- I have been researching the best blog to use since my website has been uploaded and I have been using Blogger up until now
- Being able to harness options available from Google that can enhance your hit rate on search engines
- Built on knowledge in past workshop, presented in an animated way only Steve Davis can deliver!
- Taking out the unknown aspects of social networking sites and their benefits
- Blogging for my business and for further research projects as well as what internet connections and software would be best for my business computers

Question 3. What will you change in your business as a result of today's training?

- Will use internet a lot more (2)
- Have a Facebook (3)
- Blogging (3)
- Ensure my webpage is set up correctly
- More comprehensive use of existing Facebook page, Twitter account
- Put business on Twitter
- Have a go at some of the methods
- Make content relevant, recheck content on web pages, set up RSS feeds relevant to our business

- Putting Google Analytics onto my website and investigating Word Press further
- I will be setting up Google Alerts, Facebook business page, refixing some stuff on the blog. Be a lot more aware of the web. I thought I knew a lot till today.
- Improved use of Google and competitor analysis.
- We will implement Youtube videos as part of our marketing strategy
- Exposure through social media
- Most of it—although long term plan remains the same, its how I get there which will change.

Question 4. Please rate your satisfaction and fulfilment from today's workshop.

(a) Quality of Presenter:

Exceeded expectations	14
Met expectations	1
Did not meet expectations	-

(b) Workshop content and workbook:

Exceeded expectations	11
Met expectations	4
Did not meet expectations	-

(c) Marketing and promotion of training course:

Exceeded expectations	7
Met expectations	8
Did not meet expectations	-

(d) Venue and catering:

Exceeded expectations	2
Met expectations	13
Did not meet expectations	-

Question 5. How else could we have improved this unique training process?

- Allow more time for breaks for networking
- I don't think it could have been improved one bit. Enjoyed it a lot and learned a lot I can take back to work with me.
- Longer one on one sessions—up to 2 hours each?
- If they were held specific to industries
- None

- I would have liked to know which companies the women represented around the room at the start of the day
- Later start preferred due to travel distances
- Although the training workshop was fantastic, the training material that I took home did not enable me to follow it easily. A lot of the blogging and other terms used were new to me and the material did not give me a step by step instruction of how to do everything after briefly being shown it during the course. Some slides were impossible to read in the printout as well

Question 6. What other areas of training and learning experiences has this highlighted a need for?

- My internet knowledge. My reliance on my web designer and hope that they have added the Wordpress for a blog
- The messages Steve delivered need to be disseminated to more small businesses throughout the region
- More social media training
- Further development of expertise in promotion through the social media
- Follow up and be kept up to date
- Constant annual refreshing and updating of WEB 2.0 applications and new things on the web
- Time Management (2)
- Website design and management
- The web in general. Learning more as I go. Will be going home and trying out what I have learnt
- How to write a blog—more specifics including a setting up a blog website

Question 7. Any additional comments you wish to make?

- Learnt a lot. Really Enjoyed it. Steve was great. Hoping the boss sends me to more of these
- I really felt I got an enormous boost to my business. I just need to put it into practice
- Great, thank you!
- I had been to a previous workshop (EBay) with Steve and was very impressed. This one was just as good—held a captive audience for the whole day and I am very confident I will retain most of it
- Appreciate opportunity to access this level of expertise relatively easily in the South East
- Thank you—I'd be interested in doing a more advanced and in depth workshop in six months time to continue my education. I feel very lucky to have a place at this 2 day workshop. So many people are missing out
- Really enjoy Steve's style and motivation. Really looking forward to his mentoring time. Also looking forward to David's as well

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- Workshop presented with humour made it interesting, and presenters were supportive. I took this evaluation with me as I had two meetings straight after the workshop and wanted to give an overall feedback as accurate as possible, I found emailing it to me afterwards was great as I could give you feedback based on experiences as a result of the workshop



The marketing demonstration of the iBall 2.0

APPENDICES

- Appendix 1 WEB 2.0 Game Plan promotional flyer
- Appendix 2 Email WiB&RD newsletter
- Appendix 3 Media release
- Appendix 4 Evaluation questionnaire
- Appendix 5 Three case studies—Steve Davis, Patrick Baker & Associates
- Appendix 6 Audited Financials

