

Host Workshops

Attract new clients into your firm

innovation station



"People buy from Accountants they know and trust. So, the marketing challenge is how to become better known and forge trust in your expertise?"

Showcase your professional expertise

Digital disruption is changing the accounting industry and it's becoming more difficult to attain and retain clients. Our unique Workshop Program is an ideal way to build the profile of your firm and add value to clients.

Workshops bring new prospects into your offices to "sample" your Practice and expertise. They provide a networking opportunity for you, your clients and other businesses in the area – turning your Practice into a local business hub.

Unique brand building opportunity

By providing some free advice and information, you elevate your brand and goodwill in the community. Over time, this converts into strong brand trust and conversion to revenue.

Engage on a new level

Our Workshop Program will add value to your existing clients and reinforce your full range of services to your client-base, making it a perfect opportunity to up-sell and cross-sell.

Reliable growth strategy

Our Workshops have proven success with consistent results. The schedule is customisable to suit your needs and objectives, and the topics are tailored to be relevant to your industry and target market.

Why workshops?

- Bring new people into your offices
- "Sampling" of your expertise and Practice
- Build your Business Advisory division
- In a couple of hours of your time, you are meeting several new people
- Give a bit of free advice and information, many will come back to buy more
- Add value to your existing clients by playing an Advisory role
- Reinforce your full range of expertise to your existing clients
- Creates a group dynamic where people follow other people.

The Best Venue is your Office

- Most efficient and economical
 - People "get a feel" of your Practice
 - Your team is at hand to participate too
 - Puts you on the map.
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"Win business advisory clients with workshops"

What topics?

When deciding on topics, it's important to think about what kind of work you are seeking, what topics are relevant to your market, and what related topics you can host with invited speakers. It may also be a good idea to ask your clients via an online questionnaire or enrolment form what they are interested in.

Example Topics

- How to Write a Business Plan
- Sales Strategies
- Personal Finances
- Marketing
- Social Media
- How to Write a Budget
- Superannuation & SMSFs
- Starting or Selling a Business

Content

When planning your content, be sure to keep it simple. Give an overview that is not too technical. It's also important not to give all the information away.

How many attendees is ideal?

The smaller the group, the better you get to know the individuals. We recommend 4-12 attendees per workshop.

Speakers

Ideally, the Principals of the Practice should present at least some of the workshops so potential clients can "sample" their expertise. Cover other hot topics – like Sales or Social Media – with guest presenters while a partner does the introduction and conclusion to play the host role. Ask team members to participate to expose the attendees to more people in your Practice and enable more one-on-one conversations.



Strategies for future growth

Is it time for you to think creatively about your sales and marketing strategies for the New Year?

Successful businesses need to be innovative to achieve their "share of voice" in today's noisy sales and marketing environment.

Those who have a direct, close relationship with their customers tend to be intuitive about their customers' wants, needs and decision making processes.

It's the smart business owners who learn how to leverage this customer focus into creative and carefully targeted sales and marketing campaigns that deliver great returns on investment dollars... and

ultimately build sustainable revenue.

To assist local businesses with their sales and marketing initiatives, Enspira Financial is hosting a workshop lunch with a guest speaker to present "Sales and Marketing Strategies".

The workshop inspires business owners to take a fresh look at their customers' experience and think creatively about sales and marketing strategies that will ensure future growth.

Join us on Tuesday 13 February 2018 from 12 to 2pm, at Suite 702, 90 George St, Hornsby and start the New Year' with a successful approach to sales and marketing.



BUSINESS ADVISER
Sask Smith
Partner
Enspira Financial

Workshop Sales & Marketing

Tuesday 13 February
12-2pm • Suite 702,
90 George St, Hornsby

Seats are limited so
register quickly



Workshop promotional material

How to promote workshops

- Develop a workshop schedule for 6-12 months.
- Display workshop leaflets and posters at your reception.
- List the workshop dates and topics on your website.
- Email your database with a link to the registration form.
- List your workshops on other event websites.
- Write articles on the workshop topic and promote in your local media publication.
- Advertise and do letterbox drops.

Commitment

Stay committed to your workshops. Deliver workshops for a full year to gain efficiency and build momentum. Most importantly, don't give up!

Seek help

Do it professionally! We can design and implement an annual workshop program for you.

Case Study: 1

Enspira Financial is a relationship-based advisory accounting firm, born out of the merge of three successful firms, Jaques Stanmore Financial Group, Isaacs & Cole, and Abby Practice. Leading up to the merger in July 2016, Enspira needed a clear articulation of their brand that was in line with, yet distinct from, the three parent brands. Client attraction and retention were key considerations.

The strategy

Since 2016, Innovation Station has worked with Enspira to create a strong brand identity and comprehensive marketing strategies, focusing on a strong Client Seminar Program, to articulate and promote the Enspira brand to clients, new prospects and local communities. This included developing

a bespoke website to anchor the Enspira brand, creating a corporate brochure, stationery, a workshop schedule, thoughtful print advertisements, social media schedule and considered client communication.

The success

- Increased sales.
 - Increased the number of Self-Managed Super Funds.
 - Improved database of new prospects and leads.
 - Generated business advisory clientele.
 - Increased engagement with existing SME clients.
 - Added value to help clients' businesses grow.
 - Became a hub for local SME businesses.
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workshops

2018 Schedule



Superannuation Workshops

Ideally suited to people who want a smart approach to their Super.

Self Managed Super Made Simple

Hornsby Tuesday **22 MAY** 12pm-2pm

Brookvale Tuesday **5 JUNE** 12pm-2pm

Personal Finances Workshops

Ideally suited to people who want to take control of their future and achieve their financial aspirations.

Money Matters for Women

Hornsby Tuesday **3 JULY** 12pm-2pm

Estate Planning

Brookvale Tuesday **24 JULY** 12pm-2pm



Business Workshops

Ideally suited to small business owners and entrepreneurs who want to grow their enterprises.

Sales and Marketing

Hornsby Tuesday **13 FEB** 12pm-2pm

Brookvale Tuesday **6 MAR** 12pm-2pm

Grow Your Business

Hornsby Tuesday **10 APR** 12pm-2pm

Brookvale Tuesday **1 MAY** 12pm-2pm

Digital Marketing and Social Media

Hornsby Tuesday **21 AUG** 12pm-2pm

Brookvale Tuesday **4 SEPT** 12pm-2pm

How to Write a Business Plan

Hornsby Tuesday **30 OCT** 12pm-2pm

Brookvale Tuesday **20 NOV** 12pm-2pm



Case Study: 2

Abby Practice is a progressive accounting firm founded in 1995. In an industry pressured by digital disruption and outsourcing, Abby Practice recognised the need to move away from the traditional compliance-based role of accounting to transition to an advice-based practice in order to stay competitive.

The transformation

Since 2012, Innovation Station has worked with Abby Practice on the formulation and implementation of a new, comprehensive Marketing Strategy centred on a flagship Client Seminar Program. This was met with resounding success. Over 3 years, Abby Practice was transformed from a compliance-based firm operating solely with existing clientele, to a business-advisory focused firm that was attracting a significant number of new clients annually.

In addition, the new Marketing Strategy added value and increased interaction with existing clients. Overall, this amounted to a 50% increase in billing turnover.

The success

- Improved turnover by 50%.
 - Tripled the number of Self-Managed Super Funds.
 - Acquired an average of one new client per workshop.
 - Attracted hundreds of new prospects and leads.
 - Increased engagement with existing SME clients.
 - Transitioned from a compliance-based practice to an advisory based one.
 - Added value to help clients' businesses grow.
 - Became a hub for local SME businesses.
 - Won several awards.
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Workshops

Schedule



ABBY
PRACTICE

A Progressive Accounting Practice

Business Workshops

Ideally suited to small business owners and entrepreneurs who want to grow their enterprises.

Workshops run from 12pm to 2pm at our office and include a light lunch.

Tuesday 2 FEBRUARY 12pm - 2pm	Setting Business Objectives for 2016
Tuesday 1 MARCH 12pm - 2pm	Marketing Magic
Tuesday 5 APRIL 12pm - 2pm	Money Matters for Women
Tuesday 3 MAY 12pm - 2pm	Leadership and HR
Tuesday 7 JUNE 12pm - 2pm	Self Managed Super Made Simple
Tuesday 5 JULY 12pm - 2pm	How to Set a Budget
Tuesday 2 AUGUST 12pm - 2pm	Smart Sales Strategies
Tuesday 6 SEPTEMBER 12pm - 2pm	Starting, Buying or Selling a Business
Tuesday 11 OCTOBER 12pm - 2pm	Improve Profits in Your Business
Tuesday 8 NOVEMBER 12pm - 2pm	How to Write a Business Plan

Superannuation Workshops

Ideally suited to people aged from 20 to 90 who want a smart approach to their Super.

Workshops run from 12pm to 2pm at our office and include a light lunch.

Tuesday 22 MARCH 12pm - 2pm	Super and Pensions
Tuesday 7 JUNE 12pm - 2pm	Self Managed Super Made Simple
Tuesday 23 AUGUST 12pm - 2pm	Do you want Real Estate in Your Super?



About Us



Diana du Preez is the founder of Innovation Station and has had 25 years' experience as a Marketing Strategist and Business Advisor. In 1996, Diana founded the Advertising and Marketing Consultancy, DesignStreet Pty Ltd. Over the next decade, she successfully grew the company, resulting in a multi-million dollar turnover and sold it in 2005. Subsequently Diana has founded and grown Innovation Station, a consultancy that equips professional services firms to develop business growth strategies. Diana is also a respected speaker at the Australian Institute of Management.

Diana du Preez, Innovation Station

"Diana is an engaging speaker who connects well and

How we build success

We bring together Strategy, Marketing and our innovative Client Workshop Program for a big picture approach to sustainable business growth – with proven success.

Strategic thinking

We think creatively and strategically about how to grow your business. We tailor and implement innovative ongoing marketing programs that deliver results in your industry, with your target audience, and in line with your overall objectives.

Marketing programs

Marketing is about storytelling. We help you clarify your message, target the right market, and communicate effectively and creatively with the right audience. We build structured marketing programs that deliver results.

Client seminars

We help you develop, coordinate and facilitate workshops that add value to existing clients, cross-sell services, attract new customers, build your profile and boost repeat business. Let us help attract new clients into your Practice.

communicates easily with her audience."

Testimonials

"Diana is an engaging speaker who connects well and communicates easily with her audience. Our clients who attend the workshops describes them as "excellent", "inspiring" and "confidence building", part of her success is that Diana has prepared her topic well prior to her engagement...We have no hesitation in recommending her to any organisation that needs the services of an engaging speaker."

SID EDWARDS, ABBY PRACTICE PRINCIPAL

"Diana has been working with our company for 7 years developing our marketing and communications strategy and capability. Diana is willing to immerse herself in understanding how the business ticks and through that understanding identify the marketing issues we face and formulate strategies to overcome them. She has worked hard to capture the culture of the company into the look and feel of our brand."

BRETT STEVENSON, DIRECTOR AT MARKET CHECK

"I have been honoured to have Diana as my facilitator at the Australian Institute of Management. Diana has taught and guided me through my "Marketing Fundamentals" and "Strategic Marketing" courses with enthusiasm and skill. I appreciate her engaging teaching style and her contagious passion for marketing. I am grateful to have learned from her wealth of Marketing knowledge and experience."

KATRINA REMY, CLIENT ENGAGEMENT MANAGER AT PROFILING ONLINE

"I recently attended a course Diana ran at the Australian Institute of Management. Diana's knowledge of marketing strategies and theory was second to none. The material was presented in a way that kept us craving more. Diana's passion for marketing and passing on this knowledge was what really made the course unique. Diana really has a knack for passing on her wealth of knowledge! She comes highly recommended."

RICHARD PERRY, HEAD OF MANAGED SERVICES AT VIATEK PTY LTD

"Had the pleasure of attending a workshop run by Diana on the topic of "Business Plan made easy!" at the Abby Practice that Diana skilfully developed. This was a cleverly designed workshop. Diana skilfully discussed each area of a business plan in a highly interactive style to get the maximum discussion out of the attendees. A brilliant, supportive and constructive workshop designed and presented by Diana in a friendly, approachable and constructive style. Can highly recommend attending."

ADRIENNE MCLEAN, IMPLEMENTATION STRATEGIST

"Working with Diana at DesignStreet was a fantastic experience years ago when I was still learning the ropes. She grew her business rapidly and had a powerful vision she encouraged the whole team to be a part of. Now running my own graphic design business, I can look back and see many things I learnt back then that I still apply today."

WES TOWERS, WEB DESIGNER, DEVELOPER & AUTHOR

Workshop testimonials

"Gave me wisdom and insight."

"Interesting and helpful!"

"Excellent broad info for small businesses!"

"Very informative, gained some knowledge on SMSFs."

"Great explanation."

"Gave me confidence and knowledge."

"Very informative, covered the subject well."

"The information was invaluable."

"Excellent information, very inspiring."

Let's work together

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