



**Industry &  
Investment**



Partner Information

### **Invitation to become an event partner Small Business September 2010**

Over the past 11 years, the support and involvement of our event partners has been integral in ensuring Small Business September (“SBS”) has been a continual success. This year will be no different and we invite you to register to become an event partner of SBS 2010.

SBS has become one of the biggest events on small to medium businesses’ calendars, providing an array of events focusing on the growth and needs of small business.

#### **What is SBS?**

SBS:

- § is a State-wide event program from 1-30 September
- § celebrates the contribution that 650,000 small businesses contribute to NSW
- § provides opportunities for businesses to build and expand their networks
- § events focus on helping businesses to start, run and grow their businesses
- § promotes growth in SMEs, including trade and export growth
- § has significant reach, in 2009, 378 events were held and attracted 20,412 attendees.

#### **Who can become an event partner?**

You can become an event partner if you are:

- § a specialist service provider
- § training organisation
- § local council
- § chamber of commerce
- § industry specific organisation or association
- § a company interested in hosting an event that is aimed at the small to medium business market and can provide them with information that is practical, topical and helps grow their business.

#### **What types of events are included in SBS?**

Seminars, workshops, conferences, launches, webinars, networking functions, expos/showcases, forums, online events, or any events aimed at providing small to medium businesses with information and/or the opportunity to grow their business or connect for profit.

In addition to designing events specifically for SBS, you can include your regular events that provide assistance or information to small to medium businesses. This provides an opportunity to showcase your events and services, as well as increase your reach and profile.

#### **Why should you become an event partner?**

- § It’s free! There is no fee to become an SBS event partner.
- § Consent to promote your organisation as a “Proud Supporter of Small Business September 2010”.
- § Increased promotion of your event via the SBS website [www.smallbusinessmonth.nsw.gov.au](http://www.smallbusinessmonth.nsw.gov.au). The substantial SBS marketing campaign (online and print) will generate a high level of traffic to this website.
- § Access to SBS online registration management.
- § Facility to upload your event presentations, providing ongoing business growth resource and promotion of your organisation.
- § Access to coordinator resources providing materials to help manage and promote your events. Coordinator resources will be available from 30 July and include:
  - SBS 2010 logo and web tile
  - media release template
  - feedback form template
  - PowerPoint presentation template
  - email signature
  - event checklist
  - name tag template
  - invitation template, Word and html.

### **Why should I use the SBS online registration facility?**

All events must be uploaded to the SBS website and it is highly recommended that event partners opt to manage their registrations online.

Using the SBS online registration facility enables event partners to manage their registrations with ease, via these beneficial features:

- § quick and easy access to details of registered attendees
- § facility to send individual or group email to attendees (by one click)
- § auto reminders sent to attendees via email and/or SMS
- § export facility which transfers attendee details to Excel spreadsheet (by one click), great for:
  - > quick nametags
  - > 100% accuracy on nametags as names are user-entered and not re-typed
  - > data analysis for reporting
- § maximum number of attendees can be specified
- § waiting list is automatically formed when capacity is reached, enabling automatic allocation of place to those at 'top of list' when someone else cancels
- § attendees can cancel their own registration which reduces administration.

The SBS website does not have an online payment facility at this time and therefore separate payment arrangements need to be arranged if there is a cost to attend your event. For example, you can specify EFT details for payment and reference details to be provided eg. event code and attendee name.

### **How and when do you become an event partner?**

- § Application to become an event partner is made via the SBS website [www.smallbusinessmonth.nsw.gov.au](http://www.smallbusinessmonth.nsw.gov.au).
- § The website will be available on the 15 July and from this date you can apply to be a partner and upload your event/s.
- § Simply select one of the following options from the homepage:
  - > Create an account to register your event
  - > Login with your existing smallbiz or Small Business September account and follow the prompts.
- § You will receive a confirmation email when the SBS events team has approved your event.

**It is highly recommended that your event is uploaded on the website by 26 July to ensure your event is approved before the commencement of the comprehensive SBS 2010 marketing campaign on 2 August. This will ensure your event receives maximum exposure.**

### **What are my responsibilities as a partner?**

Event partners must:

- § enter attendance data for event/s on the SBS 2010 website within seven days of completion of each event
- § distribute and collect feedback forms at each event
- § summarise feedback form responses on the provided summary form and return to [smallbizsept@business.nsw.gov.au](mailto:smallbizsept@business.nsw.gov.au) within one week of event conclusion
- § fund their own events
- § co-brand events and materials with SBS 2010 branding where possible.

### **How do I find out more information?**

If you have any questions or would like direct information about being an event partner of SBS 2010 please contact:

Phone: 1300 661 539

Email: [smallbizsept@business.nsw.gov.au](mailto:smallbizsept@business.nsw.gov.au)

**Thank you in advance for your participation and support.  
Industry and Investment NSW looks forward to working with you to  
help small to medium businesses grow.**

*Small Business September is presented by Industry and Investment NSW  
[www.business.nsw.gov.au](http://www.business.nsw.gov.au)*