

On Wednesday the 22nd of January 2003, CleverLink held a breakfast seminar for clients and business associates on **“Implementing a Successful E-Business Strategy”**. CleverLink’s Managing Director Camtu Pham, who is an experienced speaker and University Lecturer, presented the seminar.

The breakfast seminar was a great opportunity for people to gain E-Business knowledge and network with other business people.



A number of topics were covered, including:

1. Technology and change
2. Purpose of E-Business
3. Different types of E-Business
4. Steps involved in implementing a successful E-Business model;
5. Systems and Tools
6. Case Study: Increase sales, cut cost and improve customer service
7. E-Business Funding Program (Guest speaker: Richard Burnett from the Department of State and Regional Development)

Camtu presented the topics in a clear and concise manner, allowing comments and questions throughout the seminar. Camtu made the presentation fun, by including comical pictures, games and very interesting statistics on Yellow Pages key word searches.

Richard spoke for about 15 minutes regarding programs the department offer to business. The E-Commerce Program can subsidise businesses for up to 75% of expenses to the value of \$5000 for any of the following tasks: E-Commerce Business Review; Strategic Planning to facilitate adoption of E-Commerce; and Facilitation of business process re-engineering to support adoption of E-Commerce. If you would like further information regarding this program, please contact Camtu by [email](#) or phone 02 4284 3600.

All the attendees, who were each able to take some new strategies back to their office to implement, enjoyed the morning.

If you would like to attend a CleverLink seminar or you have a training need for your business, please view our [training page](#) for upcoming events and [contact us](#) for further information.

The notes for this seminar are available for purchase.

- \$33 (Incl GST) for hard copy
- \$22 (incl GST) for soft copy (PDF)