

Business solutions on tap



Karen Lawson: Now ABDE is a GC Lexmark Indy official off-track event.

The lineup of aspects and activities at the Australian Business Development Exhibition (ABDE) 2007 is growing, as more business solutions providers put their weight behind the event.

The exhibition, being held from October 18-19, has attracted exhibitors from across a broad range of sectors who will be sharing their respective expertise with attendees.

"Australian Business Development Exhibition attracts the widest variety of business and industry exhibitors and delegates of any exhibition in Australia," said exhibition sales manager Karen Lawson.

"Because it is a business solutions show, it appeals to small-to-medium enterprises, right through to decision makers for national and multi-national corporations."

The Seminar Program has attracted speakers from companies including KPMG, Access Business Consultants, Australian Institute of Management (AIM), Main Street International, Marketing Angels, Professional Investment Services, Profitune Business Solutions, Roarz Computing and Star Fire Australia.

The free clinics will include Business Diagnostics, Technology, Corporate Health and Wellbeing plus Gilshenan & Luton Lawyers are running the Legal Clinic.

"ABDE 2007 will thrive on the back

of a vibrant and energetic marketing plan which extends to Triple M radio campaigns, NBN Television, goa Billboards, various publications, E-newsletters, X-Pose Me Mobile Billboards, the Bundaberg-Wide Bay Airshow, marketing partners and various corporate events, functions and seminars," Ms Lawson explained.

In addition, the University of Queensland is holding a speed networking event on the floor with their UQ Business Consultants on Friday, October 19, from 3pm, where you can access the business smarts of UQ Business School.

"To access so many potential clients under the one roof in just two days is an opportunity not to be missed, particularly for smaller businesses which might not normally be able to access such contacts in a year, let alone two days.

"With people being so time poor these days, to be able to address a particular problem – for example, IT issues — and to meet with every exhibitor in that industry is very attractive to the growing list of delegates pre-registering for the event.

"The feedback we are getting is very positive and encouraging for the organisers."

Exhibitor pavilions include Training & Human Capital, Information and Technology, Legal/Finance, Trade/Transport, Regional Economic Development and Government Departments, Innovation, Eco, Lifestyle, Events and Hospitality, Business Travel/Hotels, Commercial and Industrial Property, Media and Marketing and Office Support Services.

ABDE will coincide with Gold Coast Lexmark Indy, which runs from October 18-21. ABDE is an official Indy Off-track Event.

"We see that a lot of people are coming up from down south for Indy and they include a visit to ABDE, taking advantage of this unique business opportunity," Ms Lawson said.

Pre register now at www.businessdevelopment.net.au for free seminars or contact Karen Lawson on (07) 3815 5555. ■

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ABDE... & C

A Business Development conference is being planned to coincide with this year's Australian Business Development Exhibition (ABDE 2007) at Brisbane Convention and Exhibition Centre, October 18-19.

The conference is designed to add a vital new element to the event and comes about as a result of research into what delegates and exhibitors felt could improve the inaugural event last year.

Co-ordinated by Inside Out Communications managing director and former National Nine News journalist Samantha Kume, conference topics are being honed to reflect the research and details are expected to be announced in the next edition of *Business Acumen* magazine.

"What a lot of people do not know is the complete name of ABDE is the Australian Business Development Exhibition and Conference," general manager Michael Moloney said. "We have always intended to introduce a conference element, but research by Inside Out Communications revealed we should do so sooner rather than later.

"We believe adding the conference element will bring another stratum of delegate to the event, bringing in more delegates from 'the big end of town' that may otherwise not have attended.

"Exhibitors are likely to benefit from this new mix of delegates who will be passing through the exhibition to reach the conference sessions."

Details of the ABDE 2007 Conference will soon be found on the website. www.abde.com.au ■