

# CONNECT

REGIONAL INNOVATION WORKSHOP SERIES

**MANJIMUP, THURSDAY 23RD AUGUST 2018**

AgriStart is delighted to be presenting a third workshop in Manjimup as part of the CONNECT Regional Innovation Series. The CONNECT series involves training, mentoring and networking events designed to support the agrifood industry in Manjimup.

## COMMUNICATING YOUR BUSINESS VALUE

*Facilitated by Dr Natasha Ayers*

Do you want to reach new markets? Build better relationships with your customers? Establish a new partnership or joint venture? Attract investors? The key to all of these is communication and getting your core message across to the target audience.

Join us at this free interactive workshop focused on engaging with your target audience and strategies to 'pitch' your ideas successfully. The workshop will also consider different types of partnerships that may be relevant depending on business plans and strategies to negotiate the best arrangement. The session is a great opportunity to connect to the local innovation community and develop your strategic business skills.

The key outcomes from this full-day workshop will be:

1. Improved understanding of the value of communication to business interactions
2. Increased confidence and new skills in effective communication
3. New networks within your region

## EVENT DETAILS:

**Date:** Thursday 23rd August 2018

**Time:** 10 am to 2pm, lunch included

**Venue:** Manjimup Wellness Centre, 1A Edward Street, Manjimup, WA 6258

**Registration:** This workshop is free but please RSVP by 20th August for catering purposes. Please register via this [Stickytickets link](#).

For more information about the CONNECT workshops, see [www.agristart.com.au/connect/](http://www.agristart.com.au/connect/)

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