

MEDIA RELEASE

Minister Steve Whan
Minister for Emergency Services
Minister for Small Business
Minister for Rural Affairs



ENCORE PRESENTATION OF POPULAR SMALL BUSINESS SEPTEMBER EVENT

Small Business September's most popular seminar will have an encore presentation via webinar on October 14, Minister for Small Business, Steve Whan said today.

Mr Whan said the Connected Business seminars on social media were amongst the most popular during Small Business September.

"Iggy Pintado's presentation on social media was extremely popular with small business owners during September," Mr Whan said.

"Both the live events in Sydney and Parramatta were fully subscribed with 210 people attending in total.

"Due to their popularity, we're providing an encore presentation via webinar for those who couldn't attend the original events in Sydney and Parramatta.

"Those that did get to attend the live events will also be able to re-visit the presentation online."

Mr Whan said Iggy Pintado is the well known author of *Connection Generation*, which studies how connectedness affects our place in society and business.

"In his presentation, Iggy discusses how cost-effective social media tools can be smartly leveraged by businesses for commercial benefit.

"Iggy uses an interactive style to provide insights and ideas on to how become involved and stay relevant by becoming a connected business.

"We're expecting this to be a very popular webinar. Small business owners will be able to view the webinar on Wednesday, October 14 at 2pm.

"They can register for the webinar through the events section of the www.smallbiz.nsw.gov.au website," Mr Whan said.

This webinar is presented by Industry & Investment NSW in partnership with SmartCompany and Cisco.

For more information on Industry & Investment NSW's programs for small businesses, visit www.smallbiz.nsw.gov.au
