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Managing through Turbulent Times seminars

24 Feb 2009

The 2009 *Managing through Turbulent Times* series of seminars began on Tuesday 24 February.

Managing through Turbulent Times gives small business owners timely information to help counter the impact of the current trading downturn.

This year's *Managing through Turbulent Times* workshops focus on cashflow and debtor management, profit maximisation and customer retention strategies.

The workshops are being held in handy locations in Sydney, and will be rolled out in regional NSW over the coming months in Bathurst, Orange, Muswellbrook, Maitland, Kempsey, Coffs Harbour and other major centres across the State.

Small to medium enterprises need to have the knowledge to modify their plans if they are to manage through turbulent economic times, however many small business owners do not have the skills or the resources to afford or seek professional advice.

The *Managing through Turbulent Times* seminars provide small to medium business owner's necessary practical skills and tactics to counter the impact of business pressures arising from fluctuations in the global economy.

Managing through Turbulent Times seminars comprise three sections including:-

- **The economic outlook**
Craig James of Commsec delivers an economic outlook analysing what has happened thus far, and the impact on small business.
- **Financial strategy**
Provident Cashflow discusses how to redefine a financial strategy, and the road ahead to continued economic success.
- **Customer retention**
Louise Kelly of Hearts and Minds shows how to keep customers engaged and how to maintain a positive verbal brand when things are tough.

For more information on the locations and dates of other *Managing through Turbulent Times* events go to www.smallbiz.nsw.gov.au

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