

Media Release

8 Lucky Designers Have Been Chosen To Be 'Exposed' by TCFWA and TCF Australia at Premier Australasian Fashion Event

The Textile, Clothing and Footwear Resource Centre of WA (TCFWA) and TCF Australia will be sponsoring 8 emerging Australian fashion businesses to attend Fashion Exposed in Sydney next month.

Fashion Exposed is one of Australasia's premier trade fashion events and the next one is being held from the 6th to the 8th of March 2011 at the Sydney Exhibition Centre.

Fashion Exposed occurs twice-yearly and provides an opportunity for the fashion industry to meet, source and buy collections from over 1,500 diverse Australian and International brands, all at one destination.

TCFWA and TCF Australia will be proudly showcasing the following designers in March 2011;

- ❖ Maddy Petrulis Designs
- ❖ Bagsalot
- ❖ Buli-J Australia
- ❖ Glamorous Life Swimwear
- ❖ CVS Fashions
- ❖ Ironboy
- ❖ Ling Ling
- ❖ TCF Global Village Sewing Projects

TCFWA and TCF Australia provide those in the fashion industry access to business workshops, online mentoring, forums, industry cluster networks, and national and global linkages to small businesses operating in the textile, clothing, footwear & leather industry across Australia.

TCF Global village sewing projects will highlight unique accessories from TCF Ormoc Philippines made from recycled newspapers; hand embroidered homewares from Kabul, Afghanistan and a selection of hand printed textiles from Australian Indigenous designers.

This year, as part of the TCF Australia Online Training & Mentoring Project, FREE workshops for up to 15 fashion businesses at a time will be offered complimentary to those attending Fashion Exposed in Sydney.

Workshops to be offered include:

Using Online Resources to Market your Fashion Business

Sunday 6TH March – 12noon – 1pm presented by Jasmyn Mumme – Shopwize
Outsourcing vs. Do-it-Yourself Management; Market your business using free and low-cost online resources. Get listed in Directories and create winning business profiles, Engage Customers with easy to use Newsletter Templates and email programs, Get repeat customers with simple Loyalty systems, Use Social media and work with the mobile web; Demystify the complexity and customise a workable marketing plan for you.

Creating Your Online Fashion Shop

Sunday 6TH March – 1pm – 2pm presented by Jasmyn Mumme – Shopwize
Avoiding the pitfalls of ecommerce; Understanding what your business needs; Designing Your Own eCommerce Plan; Evaluating potential business alliances and affiliate opportunities; Assessing Web Developers; Shopping Cart Implementation and Management; Encouraging Ratings and Reviews; Payment Methods; Branding uniformity; Planning Ongoing Web Content Management; Measuring success

How to Keep Customers Coming Back

Sunday 6TH March – 2pm – 3pm presented by Jasmyn Mumme – Shopwize
Building a Goldmine Database; Assessing your current customers; Creating Remarkable VIP Programs and understanding your market segments; Integrating online with offline marketing;

Communicating effectively; Impressive Competitions; Valuing Customers and Establishing Trust; Encouraging and Working with Customer Comments and Reviews; Business Alliances that work; Writing 'newsy' Newsletters with Style

SEO & Google Ad Words Workshop

Monday 7th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge
SEO Site Structure, SEO Content, SEO External Links, Keyword Campaigns, Keywords Analysis, Meta Tags, Writing for Web, Case Study, Google SiteMaps, Site Submissions, Technical Trickery, Google Analytics, Google WebMaster Tools, Site Rankings, SEM, SEM Campaign Management, Social Media

How To Brief Your Website Developer Workshop

Monday 7th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge
Website Purpose, Measuring Return on Investment (ROI), Build your own website, Choosing a Web Developer, Brochure Websites, CMS, eCommerce, Payment Gateways, Domain Names and IP, Choosing a Developer, Choosing a Host, Website Development Contracts, Website Requirements, Preparing Content and Materials for a Website, Website Development Processes, Sitemaps, WireFrames, Design Concepts, Browser Testing, Ongoing Website Maintenance, Ongoing Marketing Activities.

Building Online Customer Base Workshop

Tuesday 8th March – 10.30am - 12 pm presented by Luke Kelty - Digital Bridge
Ecommerce website essentials, live chat software, 'Upsell' theory, Online promotions & building your customer bases, monthly competitions, free gift with purchase schemes, how to attract customers to your website, using testimonials, expanding sales into export markets, export assistance, viral marketing, affiliate marketing plus the latest on mobile phone technology for web. Included case studies on Zappos.com and Kogan.com.au 's online strategies.

Cloud Computing Services and Data Backups Workshop

Tuesday 8th March - 1pm – 2.30pm presented by Luke Kelty - Digital Bridge
What is the Cloud?, Who is using the Cloud?, Providers of Cloud Networks, Private Clouds, Example Applications on the Cloud, Using Cloud Computing in My Business, How to protect your business data offsite. Data Backups using the Cloud. Privacy Issues and Cloud Computing. Includes Google Docs, Google Calendars and eBook Readers

To book your spot to attend a TCF Australia Online Training & Mentoring Project workshop please go to www.tcfaustralia.com/workshops or telephone (08) 9479 3777.

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