MEDIA RELEASE

TCF Australia and TCFWA to offer complimentary Online/eCommerce workshops at high profile Sydney Fashion Event

The Textile, Clothing and Footwear Resource Centre of WA (TCFWA) and TCF Australia will be offering attendees at Fashion Exposed in Sydney, access to a range of educational eCommerce and online workshops. 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.

This year, as part of the TCF Australia Online Training & Mentoring Project, complimentary workshops for up to 15 fashion businesses at a time will be presented in Meeting Room Hospitality Suite 2C, at the Sydney Exhibition Centre, Darling Harbour.

Workshop topics 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. Or visit the TCF Australia Information STAND 4628 at Fashion Exposed.

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About TCFWA & TCF Australia
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.

About TCF Australia Online Training Mentoring Project
The TCF Australia Online Training Mentoring Project provides FREE access to eCommerce, web site and social media business workshops, webinars, online mentoring, 'Ask an Expert' forums and a helpline for all small businesses with less than 20 employees, who have a current ABN.

This project is an Australian Government funded initiative under the Small Business Online Program and is supported by the Textile Clothing Footwear Resource Centre of WA Inc. (TCFWA), Belmont BEC Inc., designedge fashion incubator, DAFWA - Wool Program, Business & Professional Women WA (BPW), Hong Kong Trade Development Council (HKTDC), Australian Network Management, Create Enterprises, One IT, supporters & volunteers.

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