

WORKSHOP SCHEDULE

DAY ONE

DAY TWO

MAIN STAGE

TIKTOK LEARNING HUB

SME&E CLASSROOM

MAIN STAGE

TIKTOK LEARNING HUB

SME&E CLASSROOM

**10:45AM
SESSION ONE**

The 6 fundamentals of sales know-how - presented by Ian Cartwright Sales Coaching
Ian Cartwright

STRATEGY

Getting found online - presented by Rocketspark (Bring your own device)
Jason Tiller, Rocketspark

DIGITAL MARKETING

Protect your wellbeing by establishing boundaries at work
Philly Powell, Wellbeing Tick

WELLBEING & RECRUITMENT

**10:40AM
SESSION SIX**

How to make your website effective / how to make an effective website
Jason Tiller, Rocketspark

DIGITAL MARKETING

The 6 fundamentals of sales know-how - presented by Ian Cartwright Sales Coaching
Ian Cartwright

STRATEGY

Sustainability: Brace for impact
Lauren James, Business NZ

STRATEGY IDEAS

**11:40AM
SESSION TWO**

Be Found on Google - Digital Garage
Elyn Ricketts & Nathan Laing, Google

DIGITAL MARKETING

Business planning on steroids - size up your goals and rewards
Luke Kemeys, Next Advisory

STRATEGY

Intent is not enough when incorporating Māori Culture - EXECUTION is key!
Michael Moka, Indigenous Growth Limited

STRATEGY IDEAS

**11:35AM
SESSION SEVEN**

Taking Kiwi Business to the World
Elyn Ricketts & Nathan Laing, Google

DIGITAL MARKETING IDEAS

How to build a wellbeing culture on a shoestring
Philly Powell, Wellbeing Tick

WELLBEING & RECRUITMENT

How to leverage freelancers and contractors to support, grow and scale your business.
Priscilla Chand, Hire Her

NEW NORMAL
WELLBEING & RECRUITMENT

LUNCH

TikTok Small Business Success Stories
TikTok

DIGITAL MARKETING

LUNCH

TikTok Ads 101
TikTok

DIGITAL MARKETING

**2:40PM
SESSION THREE**

Build a Powerful Personal Brand
Stanley Henry, The Attention Seeker

BRAND IDENTITY

Start: Reaching New Customers with TikTok
Ben Panther & Bethany Rao-Davies, TikTok

DIGITAL MARKETING

'She'll be Right' is OUT. Confident business decision making is IN - Business Risk & Insurance
Anna Parker, Frank Risk

STRATEGY

**2:50PM
SESSION EIGHT**

Small business insights and tips for success with Xero
Gracie Miles, Xero

STRATEGY

Grow: Setting Up TikTok Ads (Bring your own device)
Lucas Wagschall, TikTok

DIGITAL MARKETING

Employee share schemes: tackle the talent war
Luke Smith, Orchestra & Georgina Toomey, LegalVision

IDEAS WELLBEING & RECRUITMENT

**3:50PM
SESSION FOUR**

How to recruit epic people and retain your team
Tracey Soffe, Strategy Collective

NEW NORMAL
WELLBEING & RECRUITMENT

Create: Building Ad Creative with TikTok
Lucas Wagschall & Bethany Rao-Davies, TikTok

DIGITAL MARKETING

How to create a financial forecast for the troughs and growth in your business
Miriam Hewson, Futureproof Concepts

STRATEGY

**3:45PM
SESSION NINE**

Productive mindsets over busy bodies. How to mitigate staff shortages and work more efficiently
Miriam Hewson, Futureproof Concepts

WELLBEING & RECRUITMENT

Know to Grow: Writing, Telling, & Understanding the power of your story
Cassie Roma, CR&Co.

BRAND IDENTITY

How to measure your campaign performance
Jonty Hodge, Kepla

DIGITAL MARKETING

**4:45PM
SESSION FIVE**

How to create effective marketing campaigns across Meta (Facebook & Instagram) and LinkedIn.
Jonty Hodge, Kepla

DIGITAL MARKETING

The power of an idea (it's not what you think!)
Richard Liew, NZ Entrepreneur Magazine

IDEAS

Add to Cart: Simple Ecommerce for SMEs
Kelly Duncan and Rob Hayden, Yellow NZ

DIGITAL MARKETING

Provisional programme only. Current as of 3.11.22. Timings may change due to unforeseen circumstances. All workshops will be recorded and available online to ticket holders following the event. So if you can't attend a session, or can't be in in two places at once, you can still access the content later!

NZ SME AND ENTREPRENEUR

**SME&E
FESTIVAL**

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