

## Digital Technology and Business

South Gippsland Shire Council in conjunction with the Small Business Mentoring Service is hosting a digital technology workshop for local businesses.

How to Make Digital Technology Work for You aims to demonstrate how technology can be used across all areas of business to save time and increase productivity.

The workshop is designed to assist participants with:

- Understanding how people interact online
- Learning how to find and then connect with people most important to their business
- Navigating the many digital productivity tools available that can improve efficiency
- Advice on adopting technology concepts to assist with marketing, managing and growing ideas

The workshop is being held in conjunction with the Small Business Festival which is supported by the Victorian Government.

South Gippsland Shire Council's Economic Development and Tourism Coordinator Ken Fraser encouraged local businesses interested in digital technology to attend.

"Technology is dramatically changing the business landscape in ways that were not envisaged even a few years ago.

"Failure to recognise this shift and understand its implications presents both a significant risk to business, or alternatively, if embraced, amazing opportunities.

"The How to Make Digital Technology Work for You workshop will provide our local businesses with the skills necessary to navigate digital technology for the benefit of their business and South Gippsland as a whole," said Mr Fraser.

The How to Make Digital Technology Work for You workshop will be held on 8 August 2017 from 6.00pm to 8.30pm in Council Chambers.

Bookings are \$25 and include the two hour workshop and a one hour private mentoring session at a later time with a Small Business Mentoring Service mentor.

Anyone interested in the workshop can register online at [www.sbms.org.au/events/view/1176](http://www.sbms.org.au/events/view/1176) or contact Council's Economic Development and Tourism team on 5662 9200 for more information. Numbers are strictly limited to 20 participants.

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