

## Introduction to IP Workshop

This workshop is designed to give you an overview of the key areas of Intellectual Property (IP) that impact on your business and the foundation skills to avoid the traps that businesses fall into. The program will cover the following key areas:

- \*the extent and impact of IP within your business
- \*identifying risks associated to IP
- \*managing and protecting your IP assets
- \*capitalising on IP to your advantage

Bookings must be received by 12 August.

Start: Thu 19 August \$79  
 9.30 am for 3 hrs CN31724  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Wendy Fogarty

## Protect and Use Brands and Business Identity

Your brand and your business identity is your business! This course covers the critical aspects of how to protect this important asset with a focus on trade marks.

- Covers: \*the legislation about registering a trade mark  
 \*explores the benefits, costs and risks of trademark registration  
 \*the application process for trade mark protection and  
 \*how to monitor the market and protect and use trademarks

Join the program to learn more or it can be aligned to an accredited unit of competency from the Business Services package. A statement of attainment will be issued on the successful completion of an assessment process. Course includes light lunch and refreshments. Bookings must be received by 22nd October.

Start: Friday 29 October \$299  
 9 am for 8 hrs CN33050X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Use and Respect Copyright

Copyright, royalties it is in the news regularly - what are your rights and responsibilities? Copyright is critical to both the owner of the original work and the user of the work. This course will assist you:

- \*identify the extent of copyright protection for original works
- \*ensure that copyright protection and use of original works is effective
- \*monitor policies and procedures for use of your own copyright materials by other parties and
- \*monitor policies and procedures for legitimate use of others' copyright materials.

Join the program to learn more or it can be aligned to an accredited unit of competency from the Business Services package. A statement of attainment will be issued on the successful completion of an assessment process. Course includes light lunch and refreshments. Bookings must be received by 9th October.

Start: Friday 15 October \$299  
 9 am for 8 hrs CN33049X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Protect and Use Intangible Assets in Small Businesses

Intangible assets! What are they? What are your rights and responsibilities as a small business owner to their use. This workshop provides the basics on: Identifying and valuing intangible assets that are key to small business Identify and select types of protection available how to implement appropriate protection how to develop and implement processes to avoid infringement of the rights of others and how to use and commercialise the small business's and others' intangible assets. This course is a must for small business owners and/or their staff. Join the program to learn more or it can be aligned to an accredited unit of competency from the Business Services package. A statement of attainment will be issued on the successful completion of an assessment process. Course includes light lunch and refreshments. Bookings must be received by 3rd September.

Start: Friday 10 September \$299  
 9 am for 8 hrs CN33048X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Comply With Organisation Requirements for Protection and Use of Intellectual Property

The issue of intellectual property is critical to all businesses. Often the common view is that the topic is only of importance to either the business owner or the manager. In fact, it is important that all members of staff are aware of importance of intellectual property, commonly referred to as IP. This workshop is suitable for all levels of staff as it raises awareness to help them:

- \* identify organisational expectations for compliance with IP requirements
- \*learn to support policies and procedures for the protection and use of IP and
- \*contribute to recommendations about non-compliance issues.

Join the program to learn more or it can be aligned to an accredited unit of competency from the Business Services package. A statement of attainment will be issued on the successful completion of an assessment process. Course includes light lunch and refreshments. Bookings must be received by 20th August.

Start: Friday 27 August \$299  
 9 am for 8 hrs CN33047X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville



### NOTE

All Intellectual Property courses and Business Workshops include refreshments. Bookings must be received by the dates indicated

## Project Management - what you need to know!

This course provides an introduction to the basic requirements of managing a project. An experienced project manager will guide you through the 9 knowledge areas you will need to understand to build the skills needed to run a successful project. The program will cover: Integration Management, Scope Management, Time Management, Cost Management, Quality Management, Human Resource Management, Communications Management, Risk Management, Procurement Management. Course includes light lunch and refreshments. [Bookings must be received by 17th August.](#)

Start: Tuesday 24 August \$975  
 9 am for 6 hrs CN31740X  
 4 sessions WEA, Auburn Street, Wollongong  
 Tutor: Kevin Marston

## Dealing with Difficult People Workshop

Technology and Voice Automation have bred a whole new breed of everyday annoyances; life is full of annoying situations for many, including customers, employees and employers. The Dealing with Difficult People workshop will provide strategies that will allow you to handle tense and difficult conversations with skill and confidence. You will learn how to use effective listening techniques, quickly identify troublesome behaviours and employ "take charge" behaviours to turn conflict into cooperation. This workshop is designed for anyone who has to deal with difficult people or difficult issues; Help Desk Support, Customer Service, Receptionists, Supervisors, Teachers, and people who negotiate will all benefit from this workshop. Course includes light refreshments. [Bookings must be received by 26th August.](#)

Start: Thursday 2 September \$149  
 9 am for 3 hrs CN31741X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Suzanne Bochan

[Bookings must be received by 28th October.](#)

Start: Thursday 4 November \$149  
 9 am for 3 hrs CN31742X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Suzanne Bochan

## Managing Change Workshop

We have all experienced change at some stage of our life, be it good bad, expected or unexpected. We cannot avoid or ignore change, even the world in which we live is changing constantly, the one thing we can do is be prepared for it. This workshop will investigate various ways of managing change leaving you better equipped to deal with future changes.

Be introduced to the usefull tools: the Appreciative Inquiry Model and the ADKAR goal orientated change management model. Course includes light lunch and refreshments. [Bookings must be received by 27th August.](#)

Start: Friday 3 September \$299  
 9 am for 6 hrs CN31743X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Business Etiquette Workshop

First impressions count - this one day workshop will introduce you to skills to help make a good impression. Learn techniques to assist you remember names. The course covers the importance of a suitable handshake, unravels the mine field of dress code and exchange of business cards in both a local and international context. It also introduces the basic differences when communicating internationally. Course includes light lunch and refreshments. [Bookings must be received by 15th October.](#)

Start: Friday 22 October \$299  
 9 am for 6 hrs CN31744X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Creative Problem Solving Workshop

Learn the 6 step process to find a solution for the majority of problems. The course looks at the 6 thinking hat theory, common mental blockers that can get in the way of finding a solution, information types, what information to gather, defining and analysing the problem. Course includes light lunch and refreshments. [Bookings must be received by 29th October](#)

Start: Friday 5 November \$299  
 9 am for 6 hrs CN31745X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Effective Time Management - the SMART Way Workshop

Take the time to introduce yourself to the SMART way to organise your time, find how to plot the demands on your time to an importance/urgency matrix, look at a number of theories such as the 80/20 rule. Learn to get the most out of your day! Course includes light refreshments.

[Bookings must be received by 18th November](#)

Start: Thursday 25 November \$299  
 9 am for 3 hrs CN31746X  
 2 sessions WEA, Auburn Street, Wollongong  
 Tutor: Suzanne Bochan

## Customer Service Basics Workshop

What are the basics of customer services? This course explores "going that extra mile" to exceed customer expectations, what are customer expectations, telephone etiquette and meeting customer needs, how to deal with the 7 most common difficult customer situations. Course includes light lunch and refreshments. [Bookings must be received by 19th November.](#)

Start: Friday 26 November \$299  
 9 am for 6 hrs CN31747X  
 1 session WEA, Auburn Street, Wollongong  
 Tutor: Graham Neville

## Managing Stress Workshop

Stress - it is a fact of life! However, how you deal with it can make or break you. This two day program will assist you identify what causes you stress and ways of modifying your behaviour to lessen the negative aspect of stress. Course includes light lunch and refreshments. [Bookings must be received by 3 November.](#)

Start: Wednesday 10 November \$399  
 9 am for 6 hrs CN31748X  
 2 sessions WEA, Auburn Street, Wollongong  
 Tutor: Faith Cunningham

## Communication Strategies Workshop

This workshop allows you explore in a participative manner a number of different communication strategies. These include body language, Para verbal communication, speaking like a star, appreciative inquiry and positive signals. Course includes light lunch and refreshments. [Bookings must be received by 17th November.](#)

Start: Wednesday 24 November \$399  
 9 am for 6 hrs CN31749X  
 2 sessions WEA, Auburn Street, Wollongong  
 Tutor: Faith Cunningham

## Implement Continuous Improvement Workshop

This short course explores the basics of quality systems, benchmarking and the introduction of continuous improvement systems and processes in the workplace. Run over two sessions. Course includes light refreshments.

[Bookings must be received by 4th November.](#)

Start: Thursday 11 November \$299  
 9 am for 3 hrs CN31750X  
 2 sessions WEA, Auburn Street, Wollongong  
 Tutor: Suzanne Bochan