



2017

2017 CLICK! Digital & Business Development Event Snapshot Report



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CLICK! Digital Expo
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www.clickdigitalexpo.com.au



The 2017 CLICK! Digital & Business Development Event was organised by Regional Development Australia (RDA) Brisbane and held on Friday 1st & Saturday 2nd September, at the Brisbane Convention and Exhibition Centre, South Bank. Being the fifth event, some changes were made to the format to reflect feedback from previous years. The event for the first time was held over 2 days, the inclusion of business development and growth workshops along with the digital sessions and a reduction of the number of exhibitors was another major change.

A total of 1174 registrations were received for the 2017 Event through an online registration process, including people who registered at the door. Approximately just over 800 people attended on the day from across Brisbane, the broader South East Queensland region and beyond. This year our analysis showed that 83% of attendees had not previously attended any prior CLICK! events over the years. Therefore, were new to the format, topics, seminars, workshops & masterclasses.

RDA Brisbane secured Partners and Sponsors to help fund and stage the event. These Partners and Sponsors provided cash and/or contra support:

Founding Partner – Career Employment Australia/Greater Brisbane Small Business Advisory Services/Business Success Group

Main Event Partner - Brisbane Marketing

Senior Partner – TAFE Queensland Small Business Solutions

Startup Supporter – Advance Queensland/Queensland Government

Contra Partners & Sponsors – Paramount Video (Digital Content Sponsor);

There were **12 exhibitors** (excluding Partners) at the Event. Having reduced the number of exhibitors it provided more exclusivity and heavy foot traffic with the placement of the booths. Also, for the third time we hosted **5 digital start-up companies** to exhibit free of charge, and this was made possible by a Startup Queensland grant from the Queensland Government. These start-up exhibitors gained valuable exposure to potential new markets and collaborations with other digital providers and stakeholders.

A total of 46 seminars were conducted throughout the 2 day event with speakers who were sourced and selected through an EOI process.

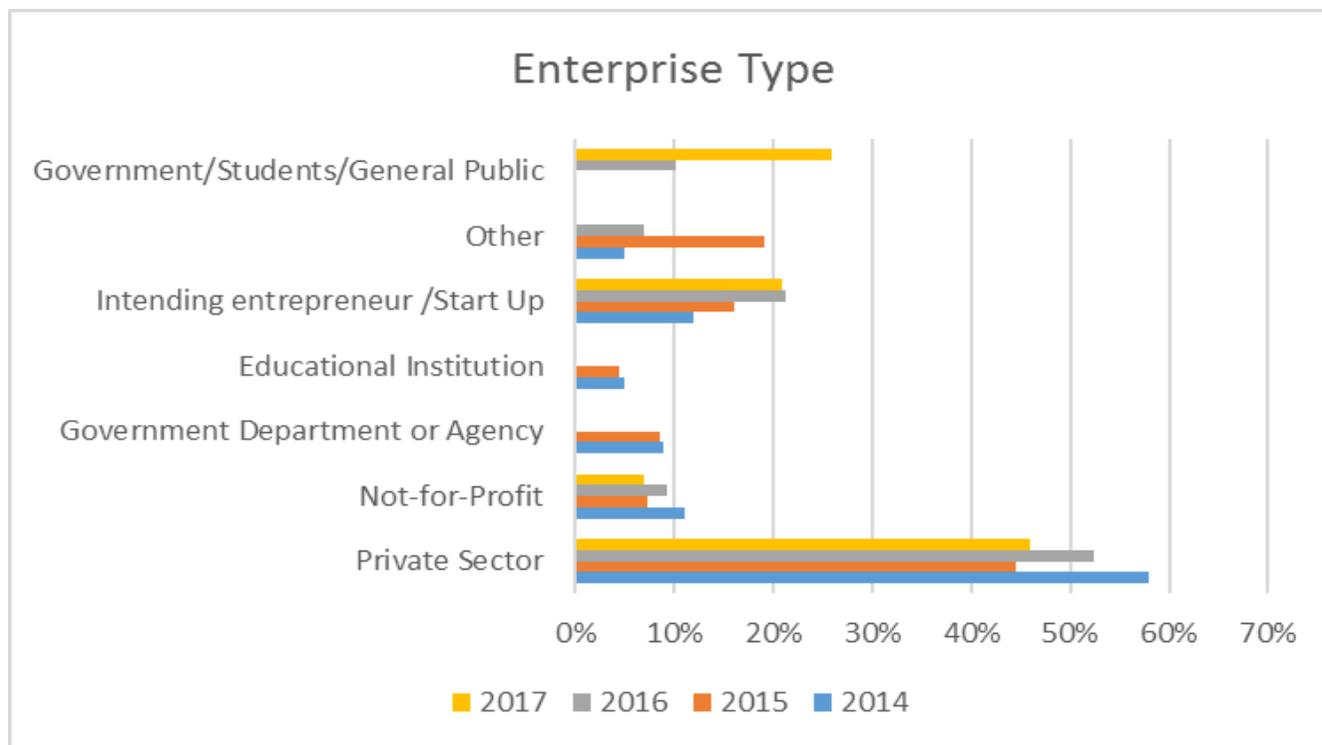
The target audience for the CLICK! was **SMEs, NFPs and Start-Ups**. Types of NFPs targeted included business and industry associations, community service providers, and education and training organisations. The primary focus was on attracting prospective attendees from within the Brisbane Local Government Area and broader South East Queensland (SEQ) area, for which RDA Brisbane's extensive networks were utilised to broaden the reach to these enterprises.

CLICK! is the only event of its kind in Queensland which is **FREE** for attendees wanting to learn more about how to future proof their business, finding ways for their business to be sustainable in the ever changing IT environment. The following pages in this report shows that CLICK! remains a vital and important resource tool for businesses to ensure they stay ahead and experience growth by implementing strategies discovered at CLICK!

1. ATTENDEE PROFILE

The following **demographical attendee data** was collected and analysed from the 2017 event registration process and includes, where available, comparative data from the 2012, 2014 , 2015 & 2016 CLICK! Digital Expos.

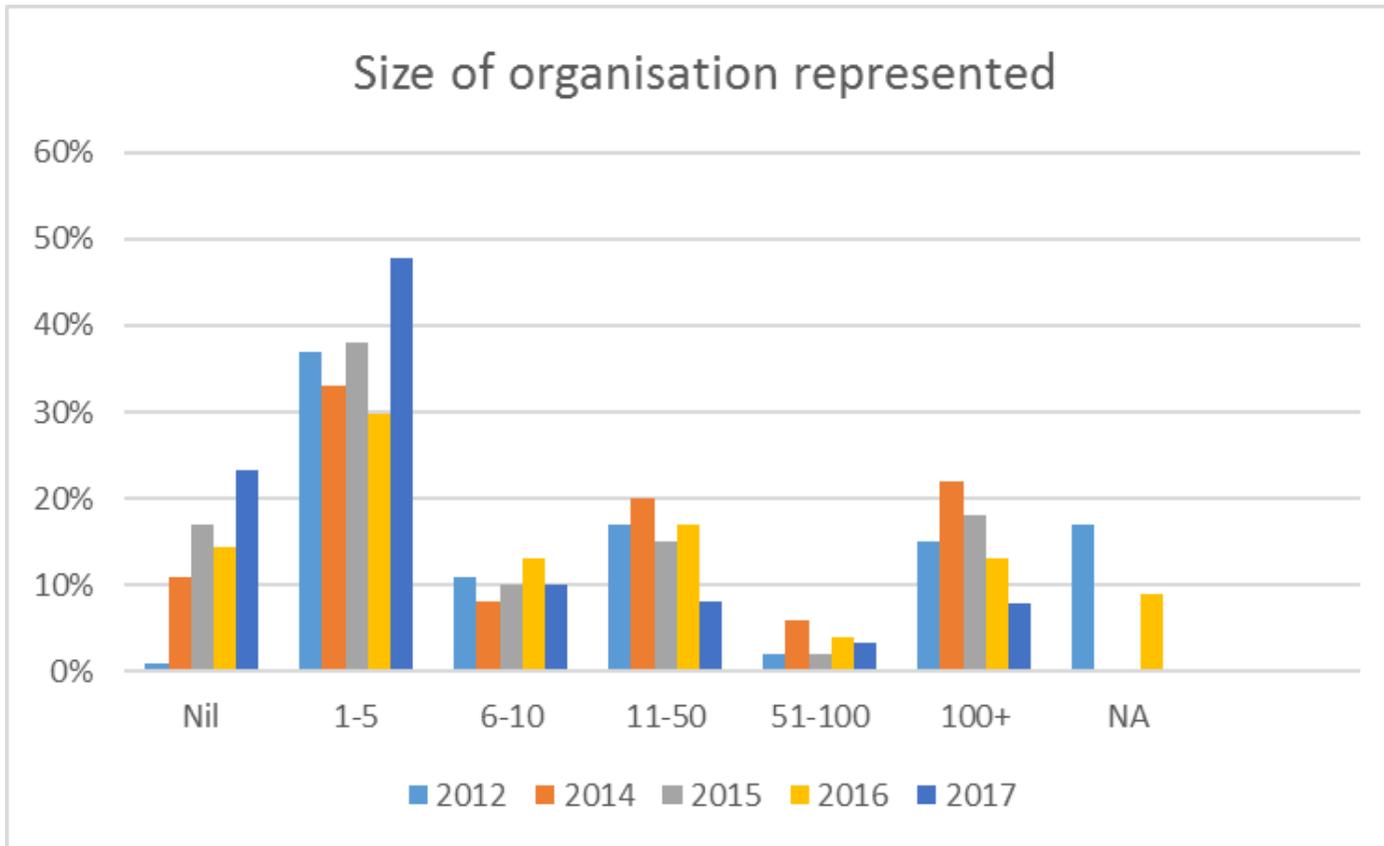
a) Enterprise Type



Comparison Summary

There was an increase of Government/Students/General Public with another high percentage of Intending Entrepreneur/Start Up in 2017 which we believe coincides with the Queensland Government Advance Queensland push for start ups and innovation including funding opportunities. Private Enterprise remains the main enterprise type by registrants.

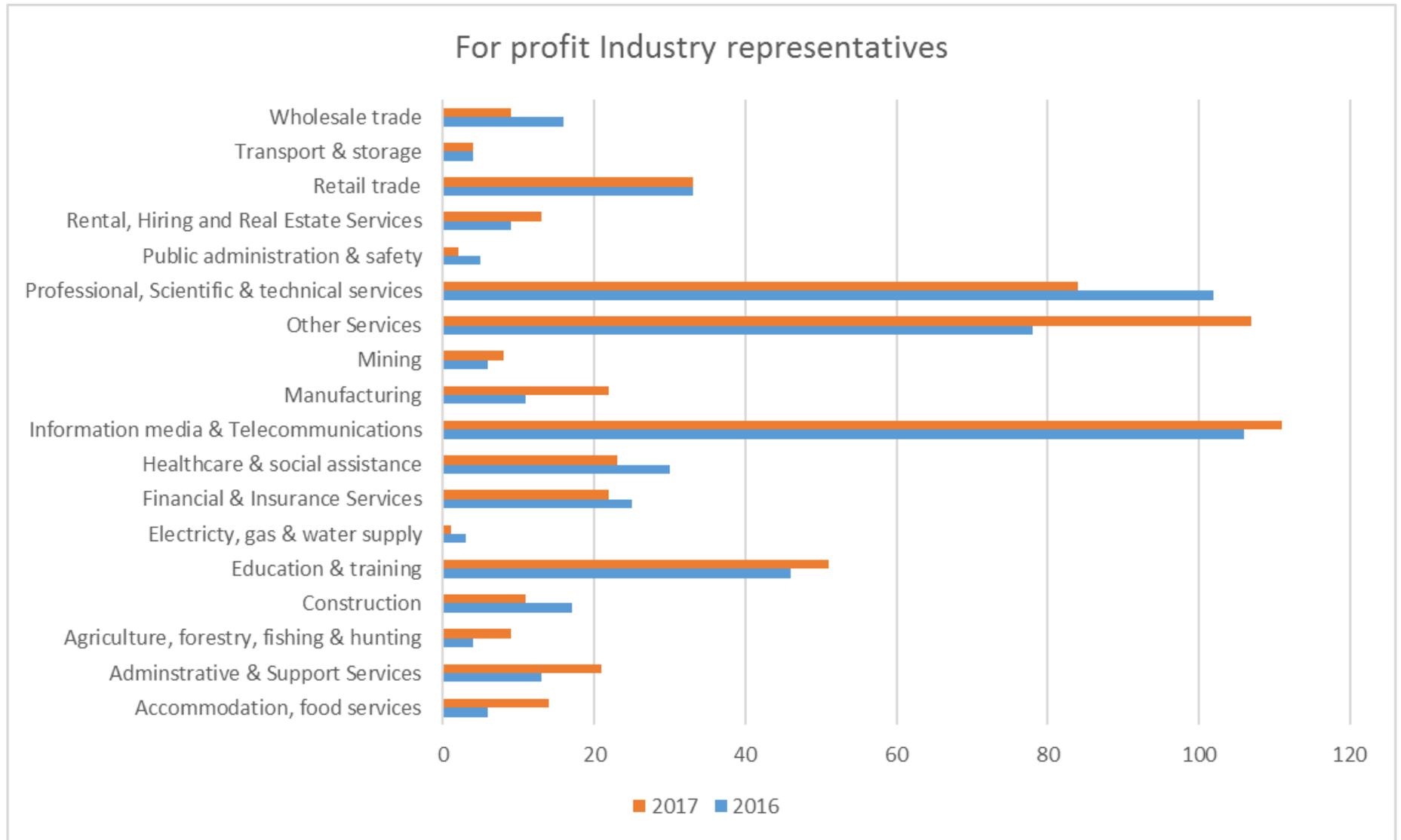
b) Size of organisation represented (by number of employees)

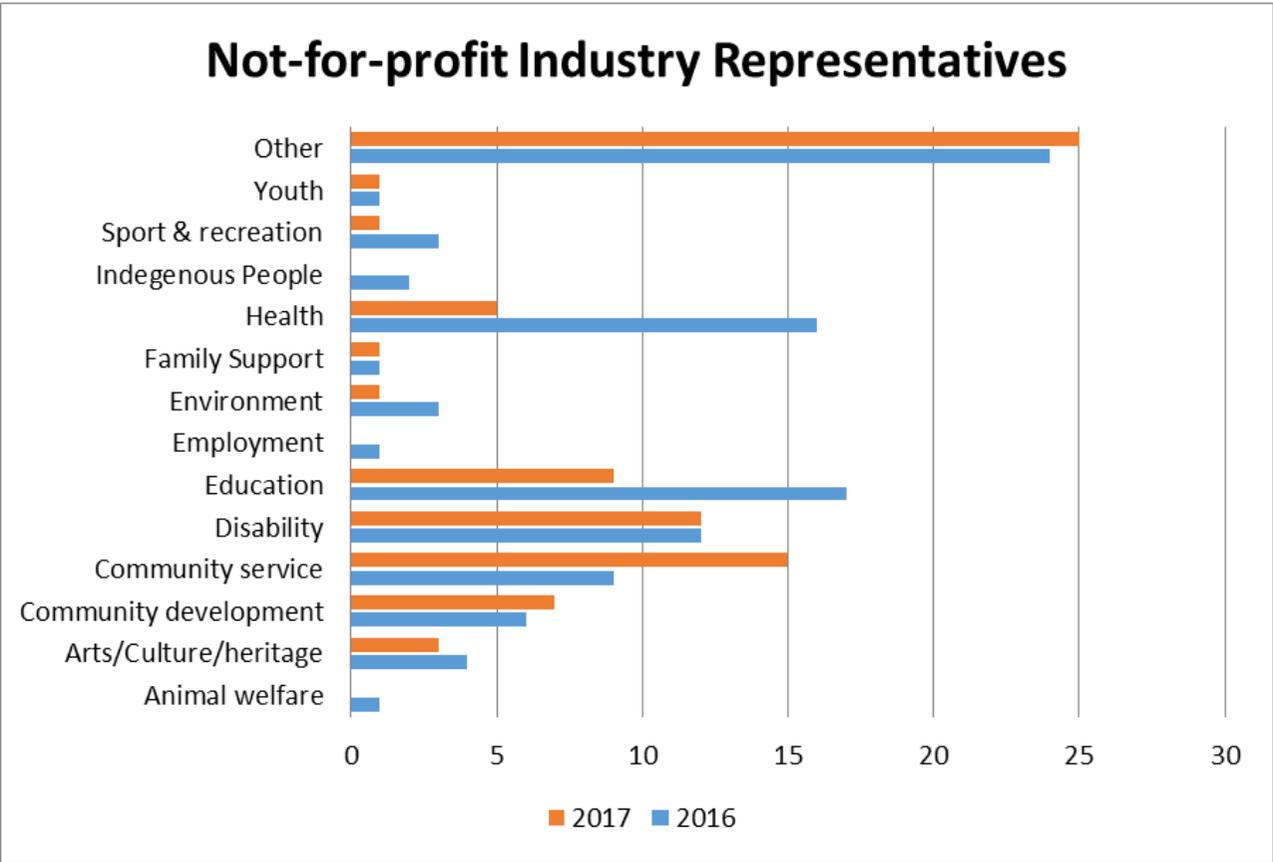


Comparison Summary

2017 analysis showed a much higher percentage of enterprises with 1-5 employees compared to previous years. This is supported by an increase of start up businesses within the SEQ region. The percentage for NA reflects registrations under Government/Students/General Public

c) Industry representatives





Comparison Summary

The above breakdown of industry representatives was taken from the ANZIC Code. As per previous years, IT is high with representation. However, this year there was an increase with Manufacturing and Education and Training in the for profit representation. Community service was a significant increase in the not-for-profit representations this year.

2. DIGITAL READINESS OF REGISTRANTS

The registration process involved a series of questions to gauge current digital knowledge and engagement levels within our digital topic range of seminars. These questions were not asked for the Government/Students/General Public registration.

The questions are also used for comparison from year to year and identifies any gaps or shortfalls that are present within businesses. We can easily identify from year to year what remains a current learning problem area and ensure that CLICK! includes the seminars that will provide further information so that the businesses are better positioned to stay in front of the digital environment. This year 83% of attendees were new to the CLICK! experience, not attending any previous events.

This year we included Masterclasses and Workshops in our program as well as our seminars. See below for the topics and we have included some information on the presentations for each topic:

Keynote Address - Building a winning business from an idea with Kevin Harrington (USA entrepreneur and Original Shark)

OZ Pitch Tank – Special night time event

Masterclasses – CLICKN'GO: How to enhance community service delivery through digital transformation, Social media: Develop a social media strategy & take your social media to the next level (2), Cloud: How to run your business in the cloud, Starting & Growing your Business: Ready, Fire, aim! The secrets of starting & growing a successful business, Growing your Business: Bulletproof your business for success

Brisbane Marketing – Digital Marketing Panel

Government Initiatives for Business Forum – Local, State and Federal Government representatives discussion: Grants, incentives & initiatives to assist small business or startup

Digital Marketing (2 Sessions) – How to get sales & build a client list: Facebook Messenger, How to build your podcast brand, Low cost digital tools, tips & tactics, How to use webinars to generate leads & win new clients

Social Media (2 Sessions) –Creating connected customer communities through content, Social media = Legal risk for your business, How to set up a blog, Conversation in a social world: from likes to leads

Cloud (2 Sessions) – The future of cloud computing, Navigating the new normal in cloud bookkeeping, Integrations in the cloud future

Digital Strategy (2 Sessions) – Don't be a digital casualty, The making of digital strategy, Preparing your business for a digital strategy

Cyber Security – Protect your business: What you need to know, Our future digital world: Held hostage

Mobility (2 Sessions) – Power in your fingers & the modern business manager, Mobility for business growth: How future trends will grow your business, Staying connected to your mobile team

eCommerce/Fintech – How to get your back-end in shape & be digitally future fit, Blockchain technology & Bitcoin: Applications beyond fintech

Internet of Things (IoT) – The need for robots to grasp the world, Digital trends: The future!

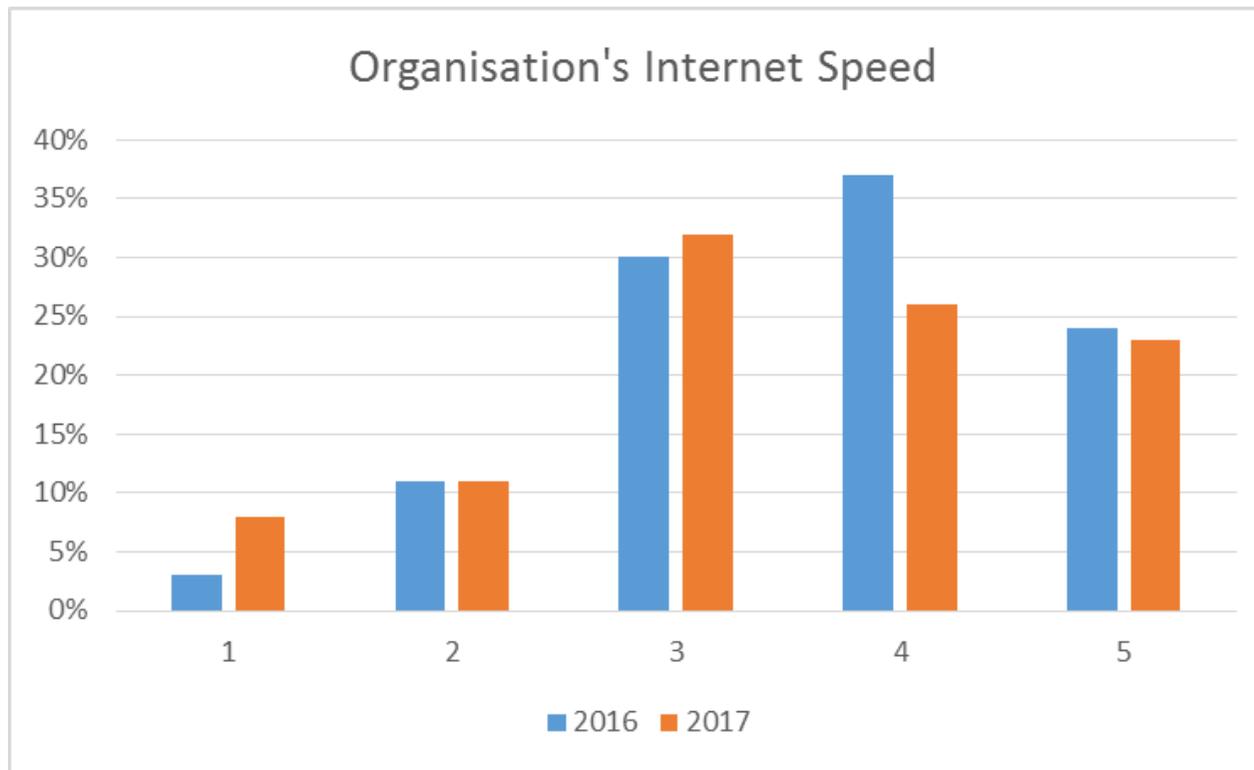
Startups (2 Sessions) – How to make a startup become a scaleup, Growing your digital wings, Ten things every startup founder can do to un-fail their startup, Starting up lean: A lawyer's tips

The Power of Video (2 Sessions) – Video: Tell your story, How to create an incredible video for your business, How to create engaging & valuable B@B video content

GBSBAS Workshops – Financial Analysis, How to Sell, Talent & Team, Management Capabilities, Building your business, Digital Engagement

The following graphs represent comparisons between the digital knowledge level of 2012, 2014, 2015, 2016 and 2017 (where relevant) within the topics presented.

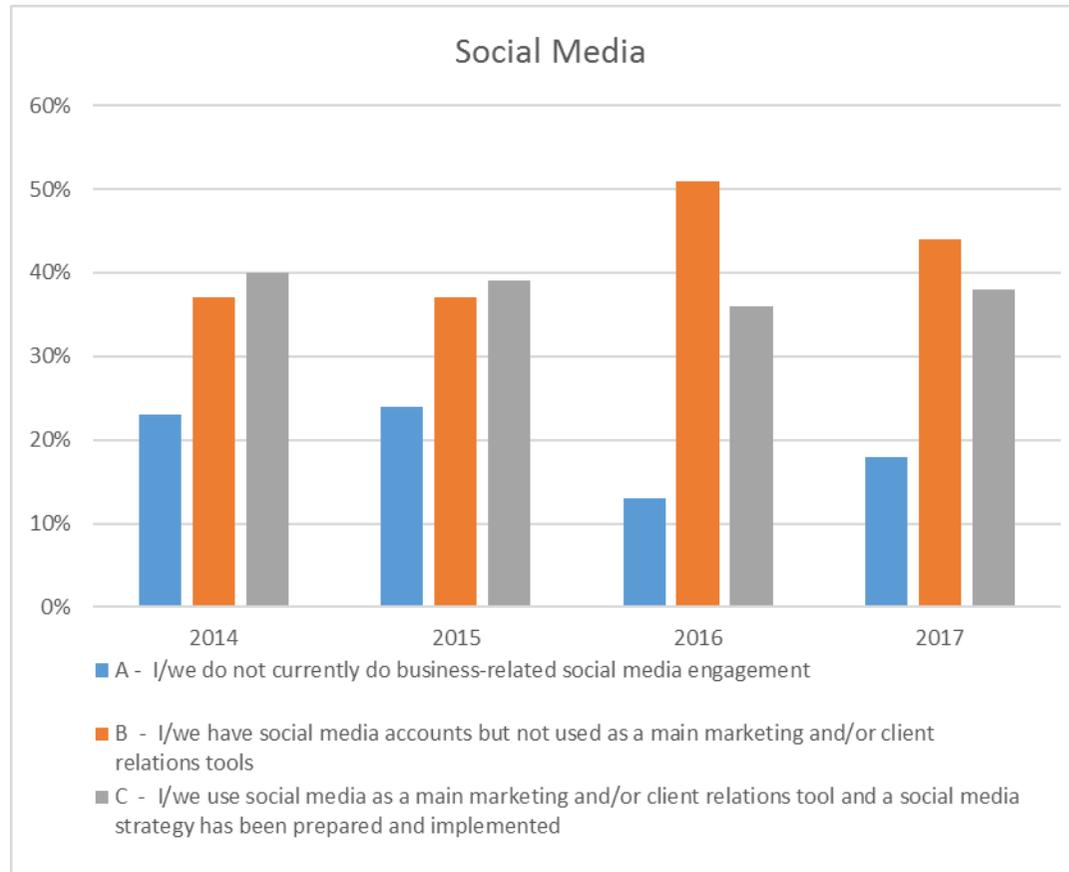
a) Internet



Comparison Summary

This question refers to the speed the registrants internet. This result shows that the registrants are reporting slower speeds in 2017 than in 2016. The internet scale is 1 being slow 5 being fast. With the roll-out of NBN the results still show a high number of attendees recording slow connection speed.

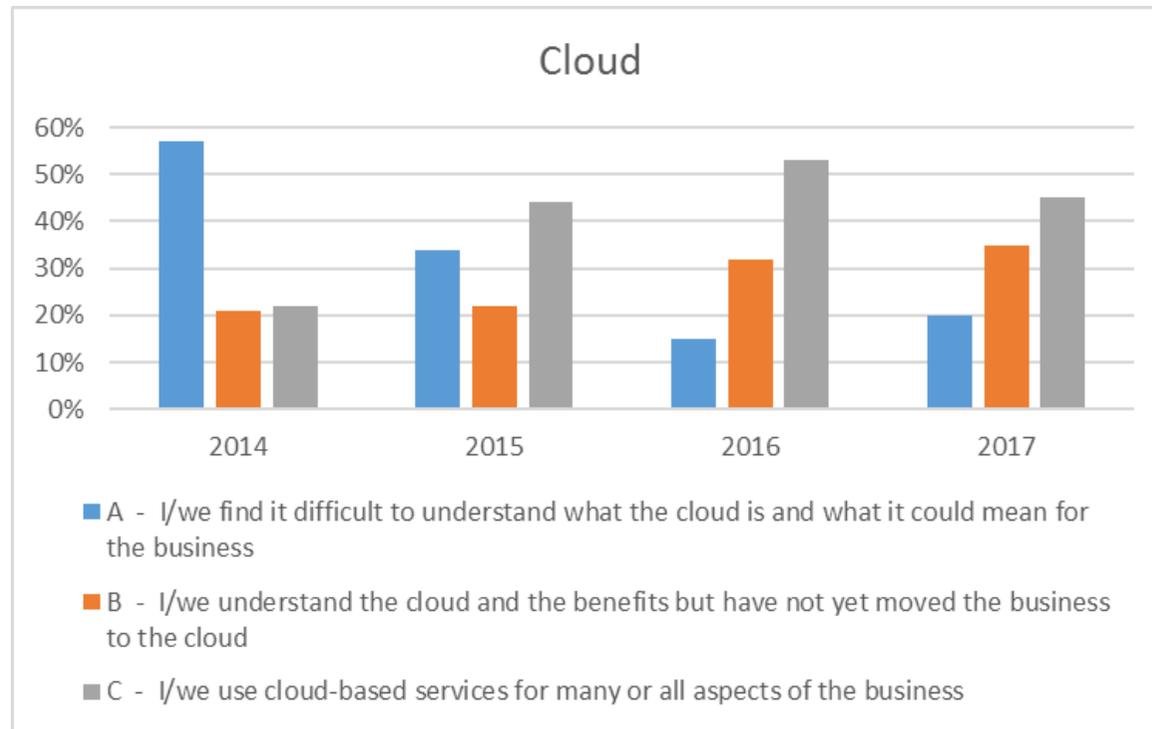
b) Social Media - (select the answer that best describes your situation)



Comparison Summary

Whilst all forms of Social Media has now become a very useful marketing tool, we are able to identify that there is still a need for more learning required for businesses to use this has a marketing tool.

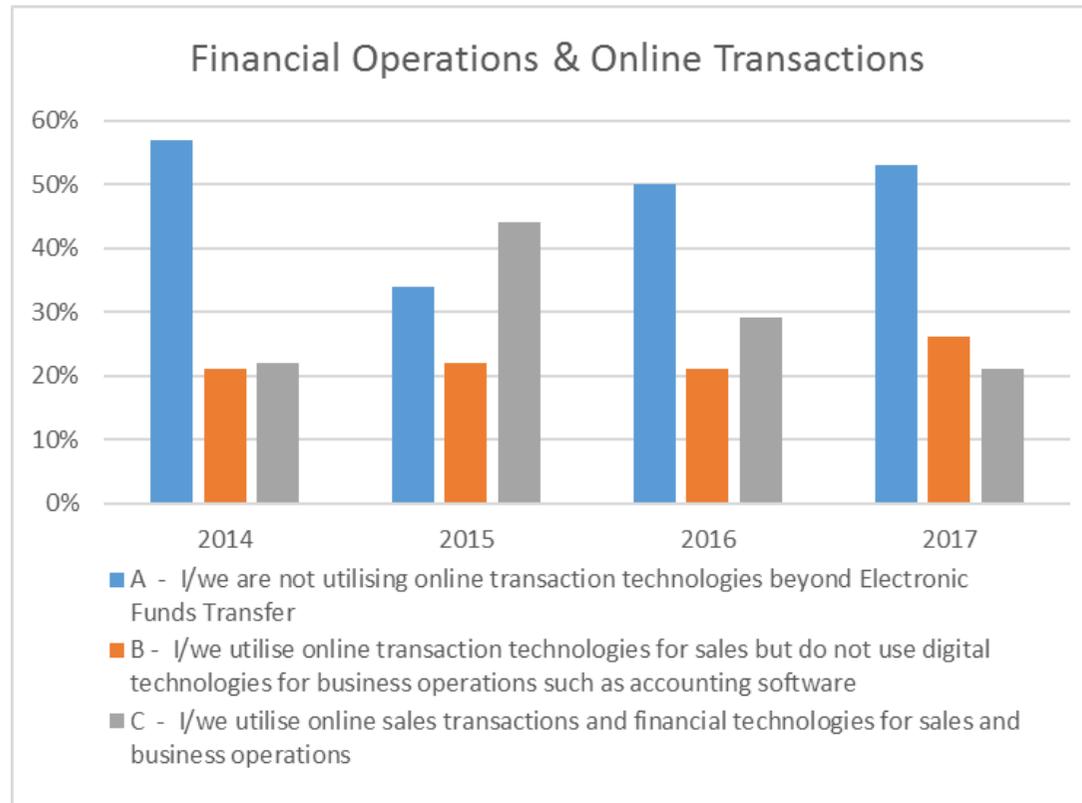
c) Cloud



Comparison Summary

From 2012, there has been an increase each year that shows cloud platforms are being utilised in businesses. The above growth also shows this is still a relevant topic with over 30% of businesses that have not moved their business to the cloud. Another interesting development is with mobility and accessing cloud platforms also showing an increase at this same time.

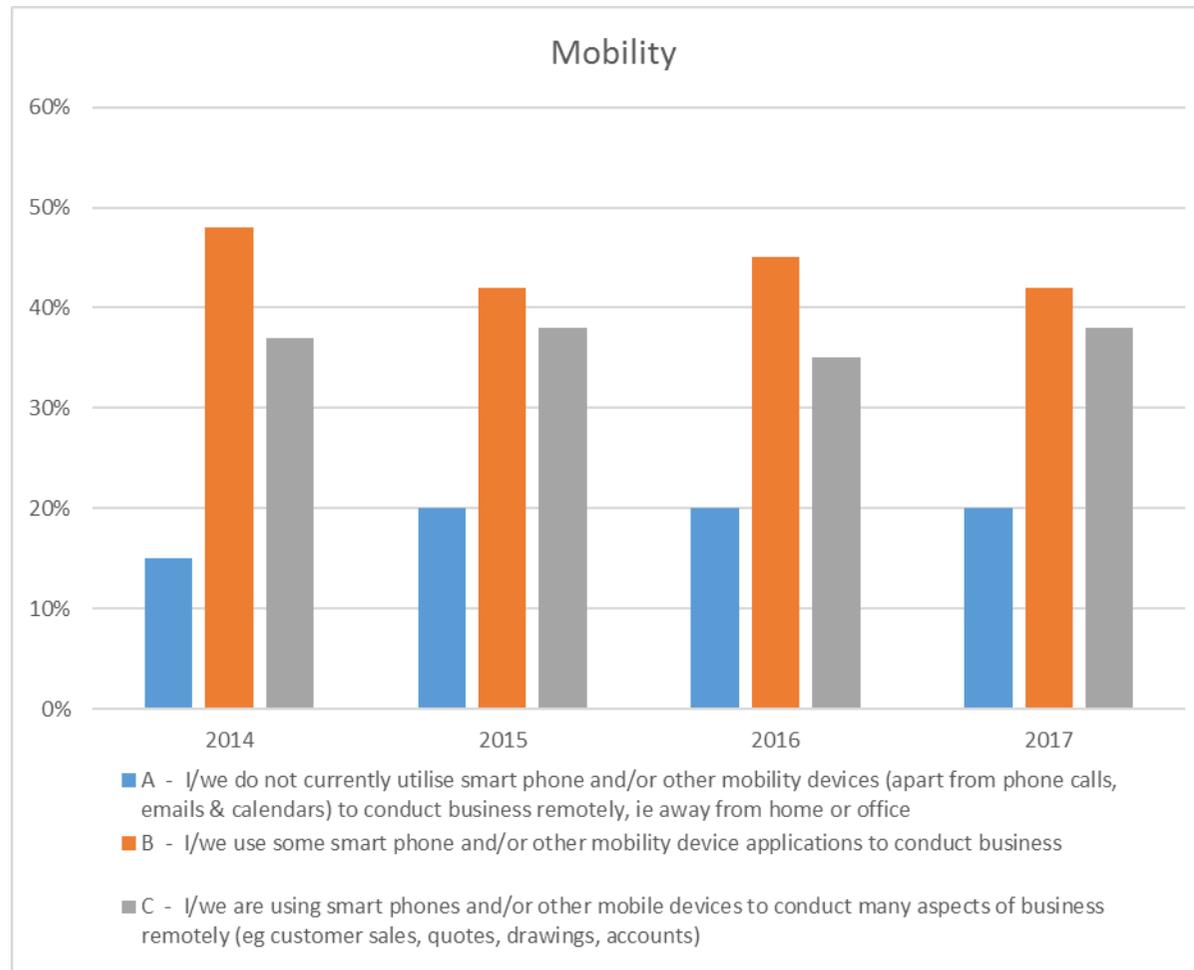
d) Financial Operations & Online Transactions



Comparison Summary

The high percent of category A is reflected by start up businesses who at this stage of their business are not needing to utilise online transactions.

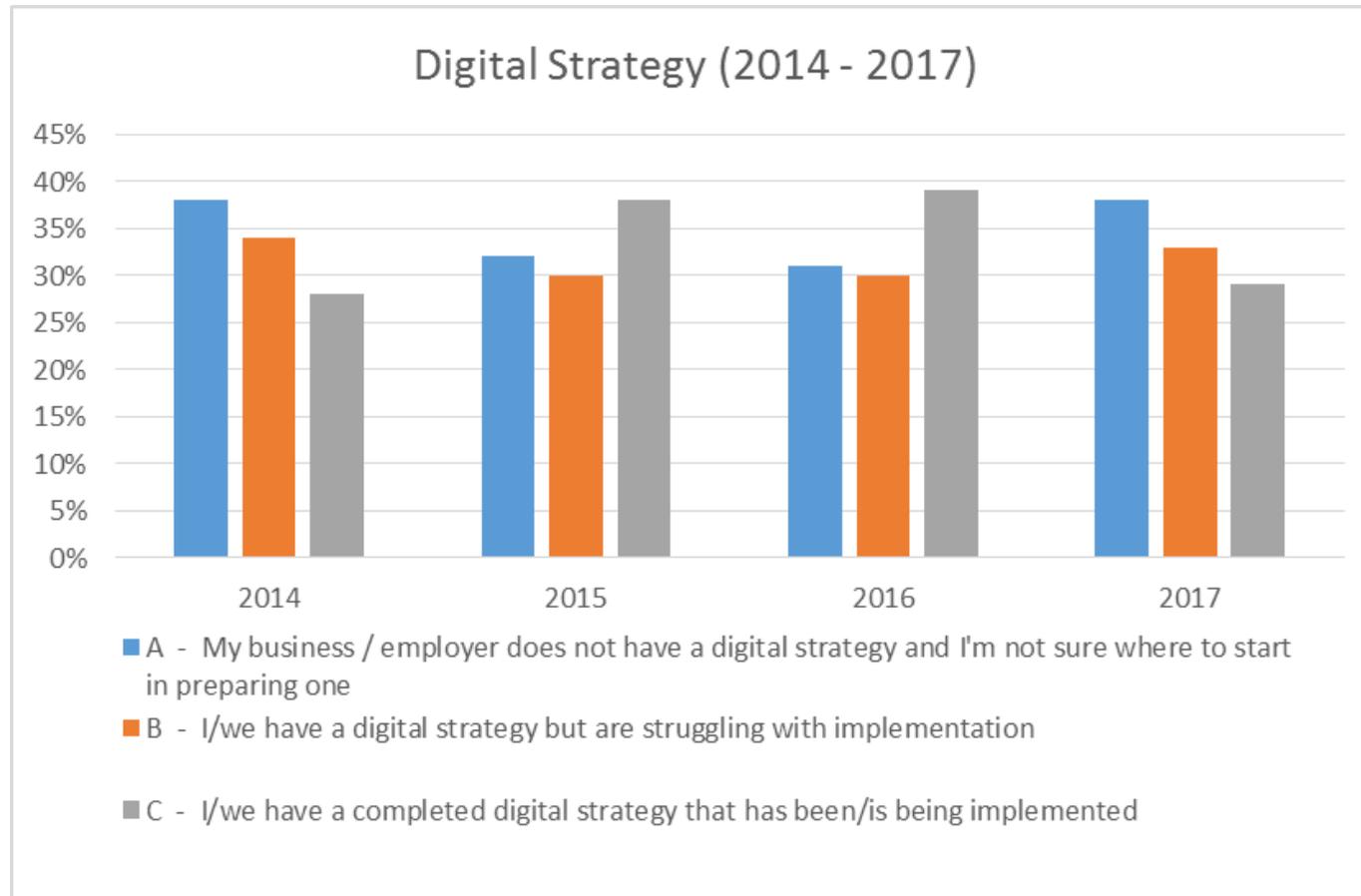
e) Mobility



Comparison Summary

This years analysis shows that businesses are becoming more mobile with the operation of their business. The result is further fighlighted by the cloud analysis at the same time also becoming more accessible for businesses.

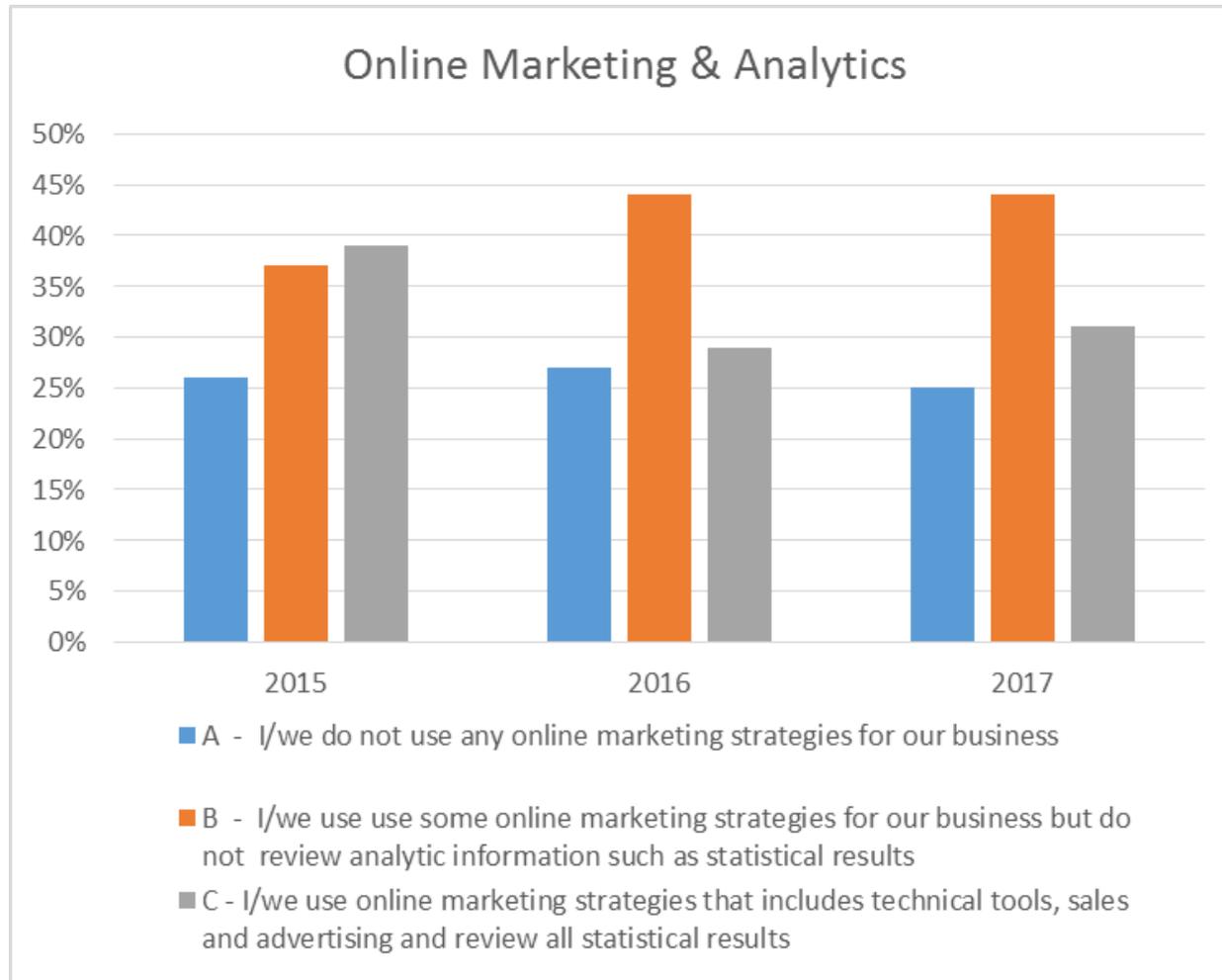
f) Digital Strategy



Comparison Summary

There has been a slight shift between having a digital strategy and not implementing it into the business and fully implementing a digital strategy. Because of this, there is still a gap that supports our recommendation to have this topic included in our sessions. Businesses should have a clearer understanding of the importance along with a digital action plan and how their digital activities integrate with their overall business plan.

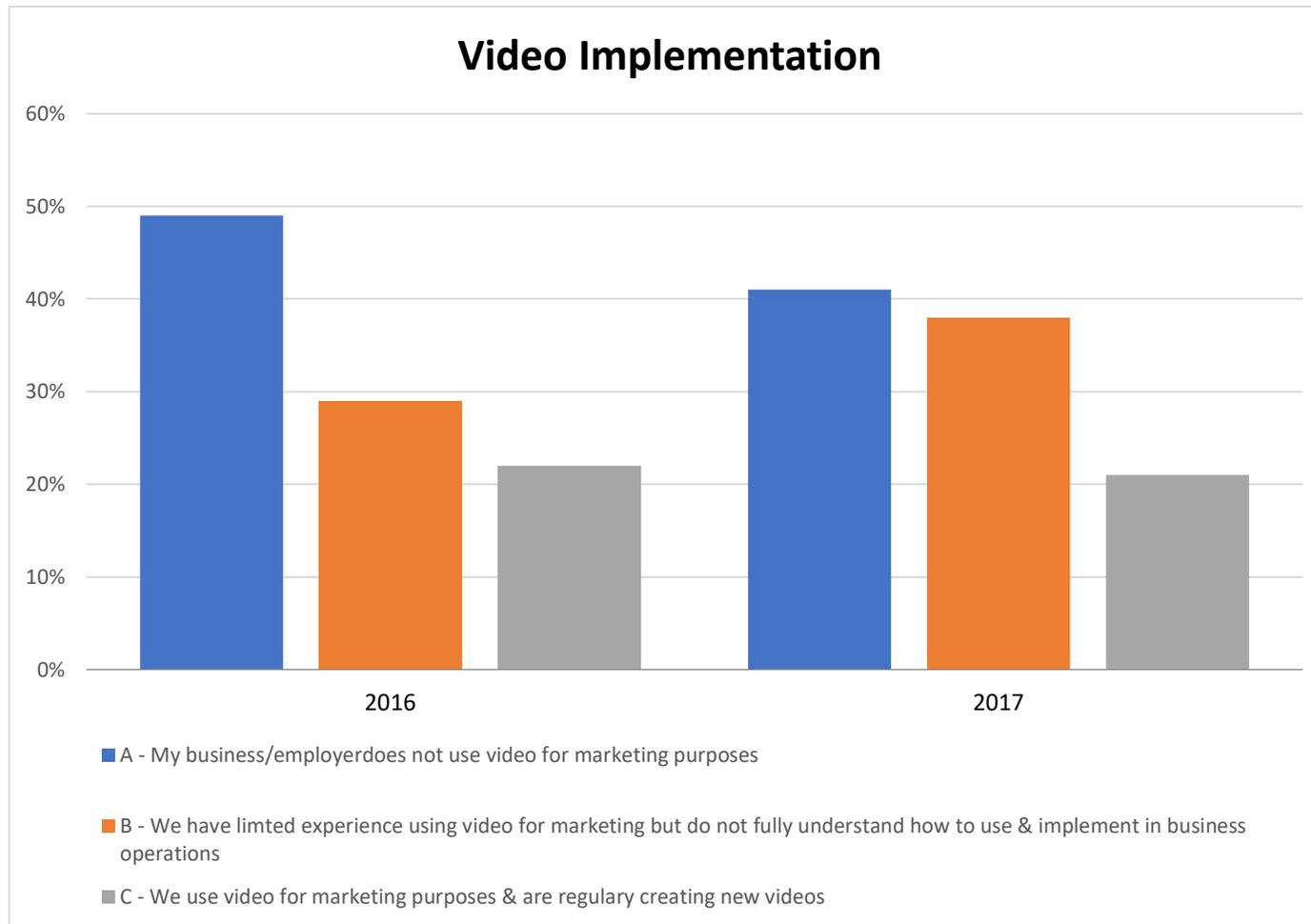
g) Online Marketing and Analytics



Comparison Summary

The results for 2017, clearly supports the importance of the inclusion of this topic as well as the relevance. Businesses do not fully recognise the need for online marketing or the analytics that measure business metrics like traffic, leads, and sales, and which online events influence whether leads become customers. They are missing opportunities for business growth and profits.

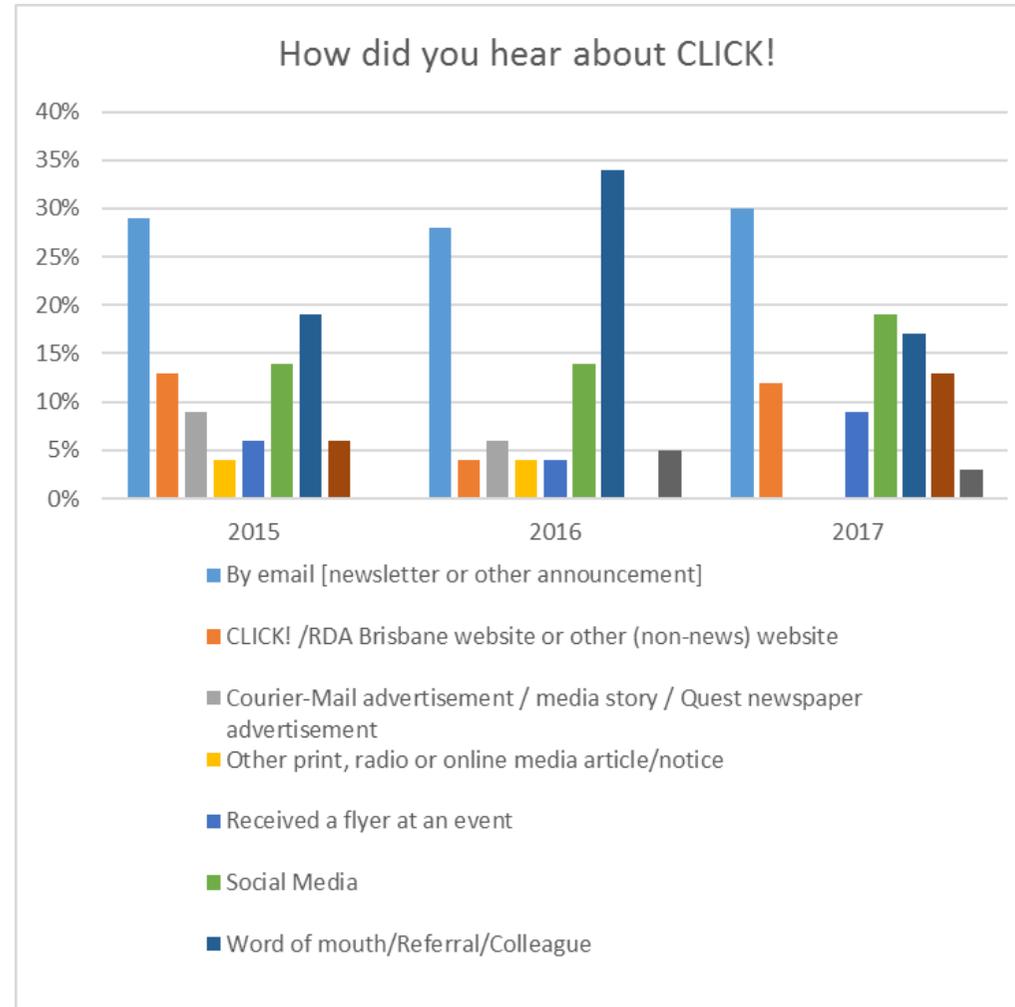
h) Video Implementation



Comparison Summary

This topic was introduced in 2016. The growth of social-media platforms is partly responsible for the change from textual-only content to the use of video. With business not fully understanding video and using it as a marketing tool, there is room for more growth in this area.

3. MARKETING OF THE EVENT



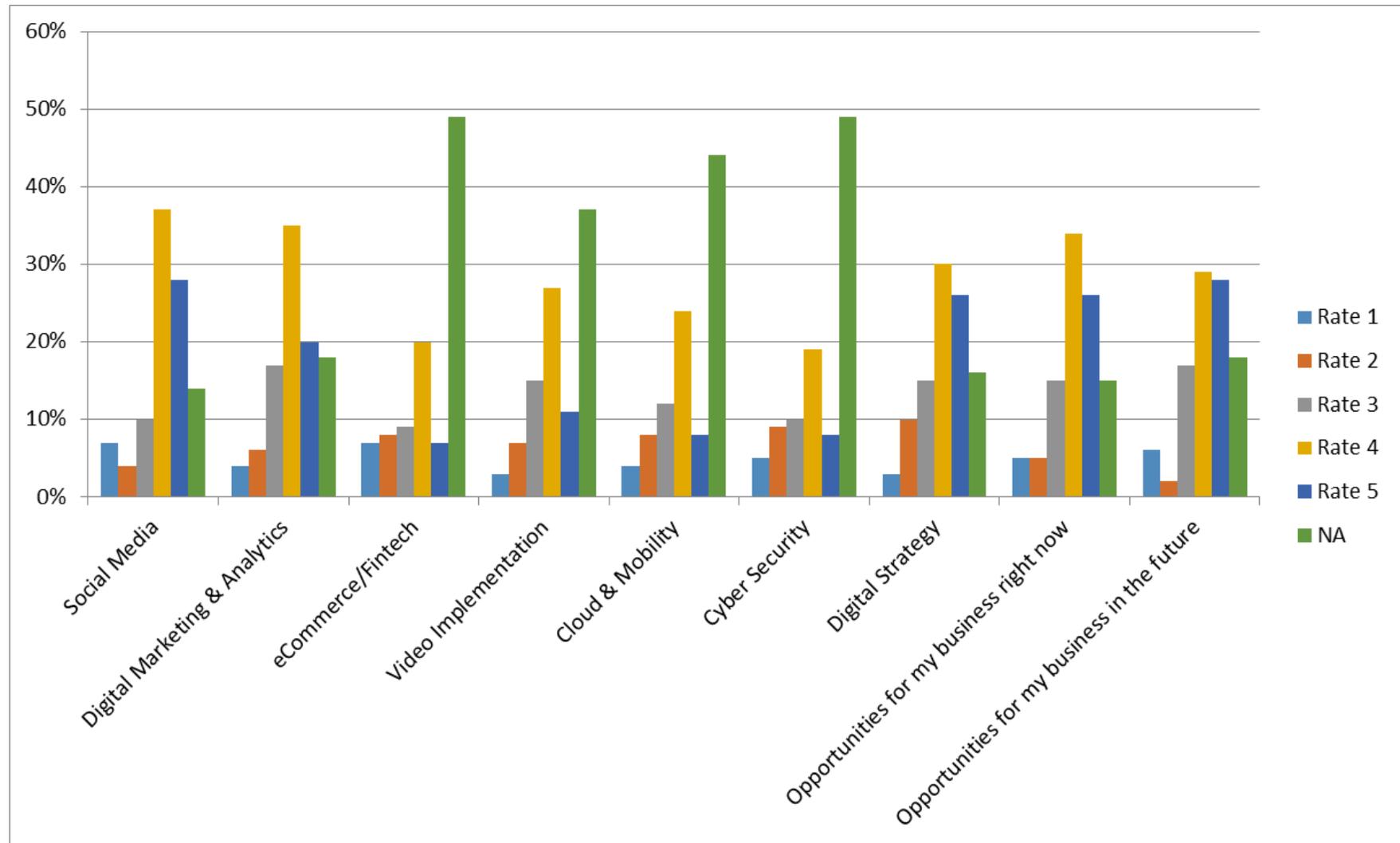
Comparison Summary

It is important to review marketing aspects and to identify what worked or what requires more attention to attract registrations. CLICK! has become a noticeable and proven event which is supported by the high percentage of word of mouth/referral/colleague and this year an increase in social media.

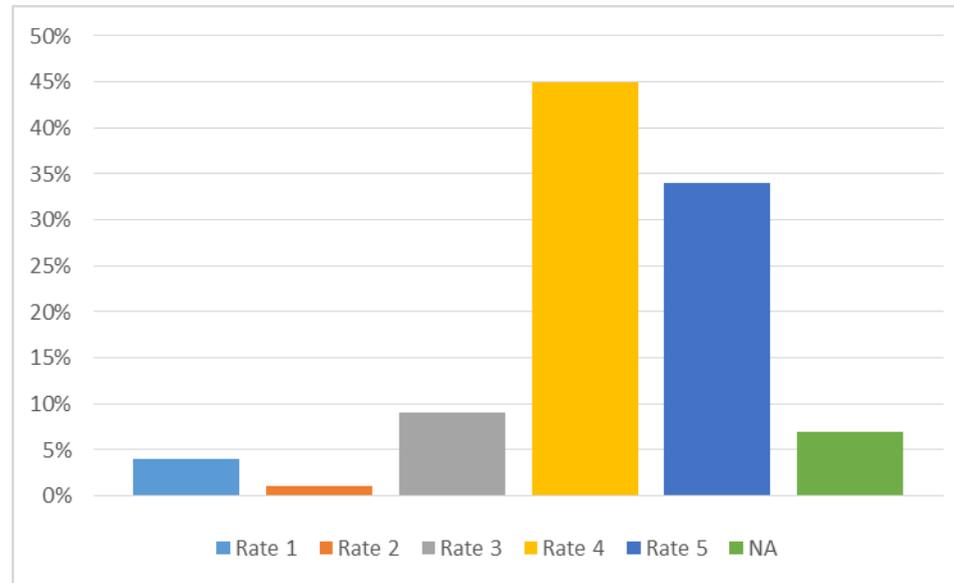
4. POST-EVENT SURVEY

Following the CLICK! Digital Expo, a survey was conducted of the registered attendees to evaluate the effectiveness of the event in meeting economic development outcomes.

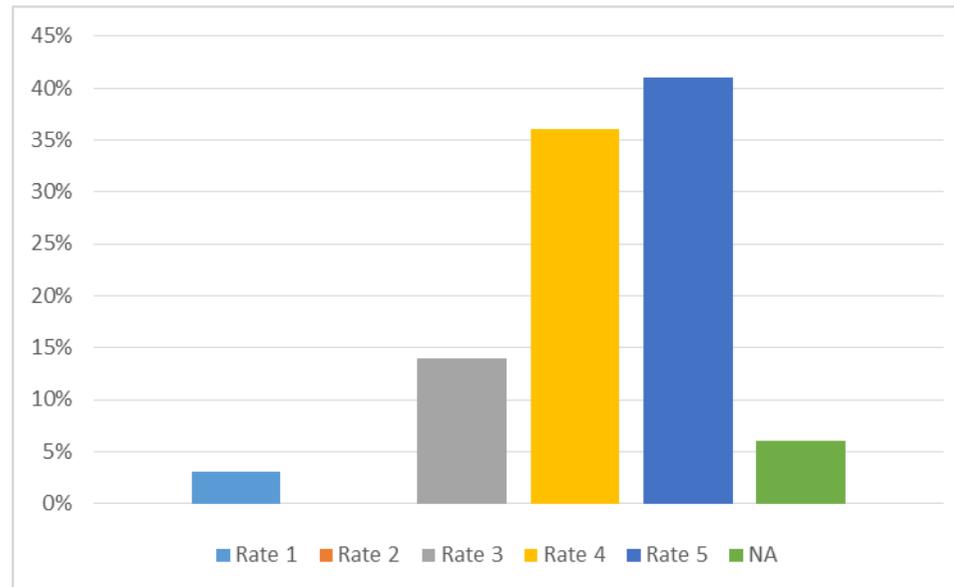
Q. The objective of the 2017 CLICK! Digital & Business Development event was to help you get advice and information on operating in an increasing digital world. Please give a score of 1 to 5 (1 being poor and 5 being outstanding) on the extent to which the expo helped you gain a better understanding or awareness of opportunities for you/your enterprise in each of the following areas.



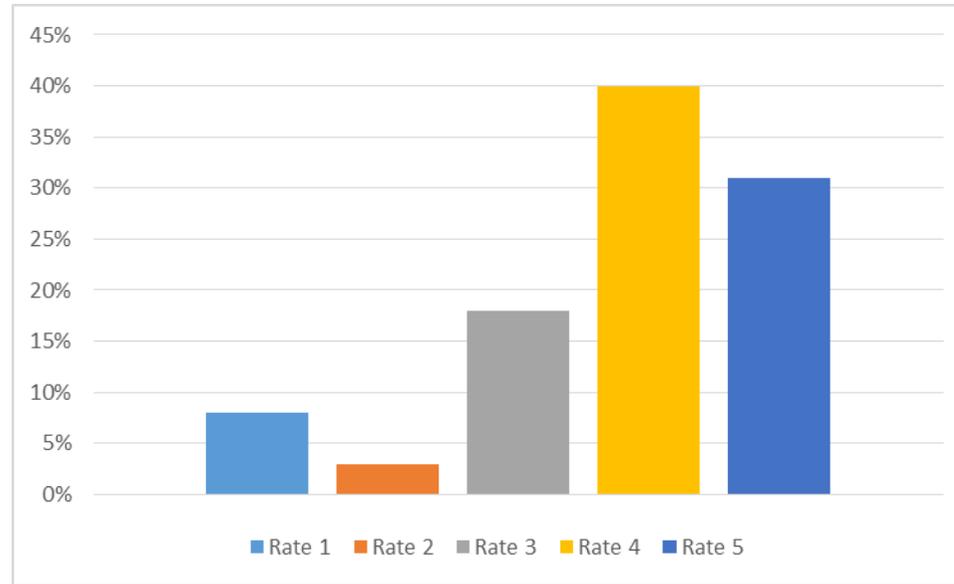
Q. This year we offered a wide variety of seminars, workshops & masterclasses, run across 6 session rooms; how do you rate their usefulness to you ? Please give a score of 1 to 5 (1 being poor & 5 being outstanding)



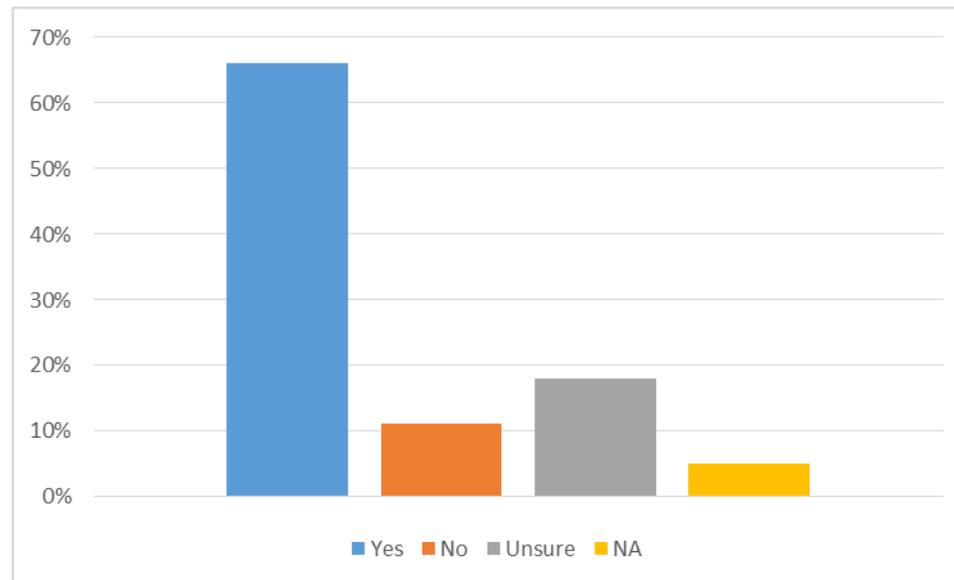
Q. Please rate your overall satisfaction with the seminar, workshop & masterclass topics presented. . Please give a score of 1 to 5 (1 being poor & 5 being outstanding)



Q. How would you rate your overall experience in attending the 2017 CLICK! Digital & Business Development event? Please give a score of 1 to 5 (1 being poor & 5 being outstanding)



Q. Do you plan to implement any changes to the way you conduct your role/run your business as a result of any new information you gained from this event?



5. TESTIMONIALS

Survey respondents were invited to provide a testimonial of their experience in attending the 2017 CLICK! Digital & Business Development Event. Following is a selection of the testimonials:

- CLICK is a fabulous way for anyone to gain insight into digital business today and into the future but it is particularly valuable for new and small businesses, offering two days of FREE seminars, workshops and masterclasses! I loved it and got lots of good advice and ideas which I am now implementing with the help of the contacts I made at this event. See you all next year for sure!
- Practical and to the point conference that provides a lot of value to its visitors. Must for any business owner in Brisbane to visit, no matter what industry you are in.
- I commend the CLICK Digital Expo to Queensland business owners and employees who want to learn how to compete more productively and work more efficiently in a challenging 21st Century workplace environment. The workshop presenters are authentic, knowledgeable and passionate about sharing and dispensing high quality information.
- Outstanding, great source information for new business and start up.
- The Click Digital & Business Development event will be on my calendar for next year. By attending the seminars you can update your knowledge of what is happening in the digital world and use this information to update the digital marketing strategies for your business. The speakers are great, and do not use acronyms that the general public would not recognise.
- As a new business venture, I found Click to be inspiring and informative to help me on my journey.
- Love Click! It gets better every year, with a lot of different information for all kinds of businesses.
- I very much enjoyed this event, it not only gave me some great ideas about how we can move forward in the digital world, but helped me face some fears and gave me confidence to try new and innovative ways of communicating and networking.
- I would recommend this Expo to anyone with a business or personal profile that they would like to drive forward.
- Starting a new business can be all-consuming. This event helped me feel less alone. It opened my eyes up to the wide range of support that is available. I'm feeling more positive than ever.