



## QLD State Committee Event | 13 October 2019

### Marketing as a small business

*Presented by Amanda Kuhn, Wade Kuhn and Rebecca White*

In Australia there are over 2 million registered small business and around a third sit within the health, wellbeing and alternative medicines industry. In an average small community of up to 10,000 residents there can be 4 or 5 businesses you are in direct competition with. So how do you stand out in the crowd when you have little to no budget?

This workshop aims to increase your knowledge and understanding of the different tools available to you as a small business owner to empower you make smarter marketing choices. We will show you tips and tricks for local marketing across Public Relations, Advertising and Social Media. The workshop will primarily be a lecture with some group discussion and participation. This will be applicable to anyone that is looking to get a better understanding of how to market their business themselves.

### About the presenters

Amanda Kuhn is a seasoned Public Relations specialist who has worked for some of the most recognised companies in the world including Microsoft, World Wrestling Entertainment, Westfield, CNN, Nestle, Yahoo!, Google and more. Amanda launched her own agency Missy Mischief PR in 2013 which specializes in supporting the launch and growth of small and medium business, not-for-profits and brand start-ups.

Wade Kuhn is a highly recognised, award winning creative who was at the forefront of helping brands generate better results on social media. Wade worked at Facebook in the early days of its launch in Australia and was the inaugural member of their internal global creative team 'The Creative Shop'. During his time building this now world recognised Facebook team he conceived and built award winning campaigns for companies and brands that help define social media best practice marketing. Wade brought his skills and knowledge from his time with Facebook to launch Mister Mischief Creative in 2016.

Both Amanda and Wade focus on all-encompassing and complimentary marketing strategies for their clients who primarily are small and medium sized business, not-for-profits and brand start-ups.

Rebecca White has worked in marketing for over 23 years. Beginning as a management trainee with Unilever, she was promoted to Brand Manager within three years. She became Innovation Marketing Manager at Diageo, and launched over 10 new products in four years.

Moving to the UK 15 years ago, she has worked at Nestle, Twinings, Avis Budget Group and Heathrow, leading the marketing teams. Her advertising work at Nestle, Avis and Heathrow have been award winning, and Cannes Lion nominated. Her last role before returning to Australia in 2018 was as a member of the Heathrow Commercial Board, representing marketing and research, as well as chairing the Women in Business initiative.

She has been the chair and panel member for numerous top-level marketing, advertising and brand conferences in the UK, and has developed various workshops for industry involving brand building, best practice marketing and building strong agency teams.

## Event Details

<b>Date</b>	13 October 2019
<b>Time</b>	9.00am-1.30pm
<b>Cost for physical attendance</b>	AACMA Members: \$40 (walk-in: \$50)   Students Members: FREE   Non-members: \$50 (walk-in: \$60)
<b>Cost for livestream attendance</b>	AACMA Members: \$60   Students Members: \$30   Non-members: \$100 <ul style="list-style-type: none"><li>• <b><i>Please register with AACMA prior to the event.</i></b></li><li>• <b><i>No fees for AACMA student members attending in person.</i></b></li><li>• <b><i>Non AACMA student members pay the same price as non AACMA member registrants.</i></b></li><li>• <b><i>Students need to show their current student card on attendance at the event.</i></b></li><li>• <b><i>Photos and recording may be taken during the seminar. These photos may be used in the AACMA publications.</i></b></li><li>• <b><i>If you do not wish to be photographed, please inform the AACMA head office when you register for this seminar.</i></b></li></ul>
<b>Venue</b>	The Ministry Centre, St Columb's Anglican Church Hall, 23 Victoria Street Clayfield 4011
<b>CPD</b>	<b>4 CPD points (professional issue)</b>
<b>Registration Via Office</b>	Via office - RSVP by 12:00 PM EST, Thursday 10 October 2019. Contact AACMA national office on 07 3457 1800 or email <a href="mailto:aacma@acupuncture.org.au">aacma@acupuncture.org.au</a>

**Please bring your AACMA Tax Invoice as proof of your seminar registration and payment**

***Registrations and payments are to be done either via BPAY or over the phone via credit card. Please contact AACMA national office on 07 3457 1800.***

**This is an AACMA-organised seminar. All enquiries should be directed to AACMA.**

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### **Who can attend AACMA State Committee events?**

Attendance at AACMA State Committee events is open to AACMA members and non-members who are either CMBA-registered Chinese medicine practitioners or students enrolled in an AACMA/CMBA-approved acupuncture or Chinese medicine program. Preference will be given to AACMA members where numbers are limited.

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### **Cancellation policy for paid events**

Cancellations received one week or more before the event date will incur a \$20 administration fee. There are no refunds for cancellations received less than one week before the event or for failure to attend the event; however, a credit, minus the \$20 administration fee, can be retained for future events.

Any changes to event date, time, location, content or speaker(s) will be advised by the AACMA office before close of business on the Friday prior to the event.

Cancellation of registration due to event change(s) received before the Friday prior to the event can be arranged as a refund or credit for future events. Cancellation due to event change(s) received after the event date will be arranged as credits only if the registrant did not attend the event.

Please note that the AACMA office is not able to notify registrants of any event changes that may happen after the close of business of the Friday prior to the event.