

ECU MASTERCLASS SERIES

**Session 1:
Monday, 25 May 2015
2:00pm – 6:30pm**



The ECU Masterclass Series is structured to further ECU's strategic priorities for industry engagement and providing leadership in developing entrepreneurship, innovation and commercialisation in the community.

It is open to all and is delivered by specialist and highly experienced industry practitioners.

All Masterclasses will contain the following format:

- 2:00pm Registration & Networking
- 2:30pm Welcome & Session Introduction
- 2:35pm Masterclass and Q&A
- 5:30pm Networking with drinks & canapés
- 6:30pm Close

Session 1 of the ECU Masterclass Series will provide knowledge and practical examples of how best practice is applied in commerce to communicate your business' unique value proposition, create 'calls-to-action' from the market to engage more deeply with your business, and increase sales of your products and/or services.

Also within this session, guest speaker Evan Cunningham-Dunlop, CEO and Founder of *Living Online* will deliver practical examples of best practice today, while Dr Helen Cripps of *ECU's School of Business* will share research on trends and emerging practices for the future.

Session Details

Time / Date: 2:00pm – 6:30pm Monday,
25 May 2015

Where: ECUBIC 15 Barron Parade,
Joondalup

Areas of learning:

- Brand definition
- How to define your business and offering's Unique Value Proposition
- How to effectively communicate the value proposition, including the elevator pitch
- Identifying the customer and their needs
- Market characteristics and reaching that market
- Digital marketing strategies.

Speaker Profiles



Evan Cunningham-Dunlop

Evan Cunningham-Dunlop is the CEO & Founder of Living Online, providing digital strategy, online marketing, and sales automation to corporations and government since 2009. He launched Living Media in 2011. It's a performance-based marketing solution for the building and renovation industry which has matched more than \$11.1 million worth of projects to clients. Evan is also the Chairman of eGroup, Perth's original and most-established association of

online business entrepreneurs.

Prior to his involvement in digital marketing, Evan was a management consultant for Change Corporation, Rio Tinto, and State and Federal Government departments. And before that, a director, producer, and editor with ABC TV, National Geographic, Discovery, and SBS. Evan has an MBA from UWA and was the recipient of the Krasnostein prize for outstanding academic achievement.



Dr Helen Cripps

Dr Helen Cripps seeks out emerging trends in technology and how they impact marketing practice. Being at the nexus between industry and academia provides Helen with opportunities to finding better ways of doing things through research and industry practice. Apart from teaching and advising industry on the use of digital media, Helen is currently conducting research in B2C and B2B use of social

media, data mining and branding. She has also undertaken research into consumer behavioural in areas such as the bridal industry, product placement in film, Facebook retail, recreational boating and the manufacturing sector.

Registration and More Information

To register your place for session 1 and for general queries, please contact:

admin@businessstation.com.au