



Business Webinar Series

What we're looking for

This initiative is part of our Community and Business Resilience and Recovery Package.

Through the webinar series, business owners and employees will receive industry expert information and advice on relevant topics, to support them through the current climate. Topics could include, but are not limited to:

- Wellbeing
- People management
- Creative business development
- Understanding available government supports
- Sharing passion for your industry
- Reimagining your business
- Mastering your marketing plan
- The art of storytelling and content marketing
- Making the change: going digital
- How to optimise your website and online store
- Revolutionising retail

With the current climate changing rapidly, we encourage proposals for additional topics and collaborations or groups of experts and/or local businesses.

Who are we looking for?

We are looking for local industry experts that meet the below criteria:

- Must live or work within the City of Darebin
- Must comply with all relevant legal obligations, including the Fair Work Act
- Demonstrate extensive knowledge, training or experience in their area of expertise
- Ability to present, facilitate and influence in an engaging manner in a virtual forum, and potentially face-to-face if appropriate
- Understand the challenges businesses currently face
- Available to run each session within one hour

Round one of this EOI has closed. If you would like to be considered for subsequent rounds, please complete the application form and your application will be considered in the coming weeks: [Business Series – Industry Experts Application Form](#).