

<b>BDTV SME SUMMIT PROGRAMME</b> <b>8 March 2018</b>
<b>Registration and refreshments</b>
<b>Master of Ceremonies: Nik Rabinowitz</b>
<b>Welcome address</b>
<p><b>The 5 Immutable Secrets to Success: Expert Advice for SME's</b></p> <p>Tap into the mind of one of South Africa's most talented and successful entrepreneurs, business owners and investors, Gil Oved, CEO of the Creative Council and one of the "dragons" from Dragon's Den, a reality television programme featuring entrepreneurs pitching their business ideas to venture capitalists, as he delves into:</p> <ul style="list-style-type: none"> <li>• <b>What makes an SME truly successful?</b></li> <li>• <b>What do venture capitalists consider when investing in a business?</b></li> <li>• <b>What advice could you give businesses when planning a sales and marketing strategy?</b></li> <li>• <b>At what stage should technology be brought into the picture?</b></li> <li>• <b>What are the learnings behind your personal journey?</b></li> </ul>
<p><b>Re-imagine the light bulb -Protecting and leveraging SME's Intellectual Property in the 21<sup>st</sup> Century</b></p> <p>This session examines strategies for identifying intellectual property assets, and how properly protecting and monetising such IP can have a substantial impact on an SME's success.</p> <p><b>Speaker:</b> Adams and Adams representative</p>
<b>Scaling your Business</b>
<b>Morning Refreshments</b>
<p><b>Tips for Effective SME Cash Flow Management</b></p> <p><b>Speaker:</b> Standard Bank Representative</p>
<p><b>The Technology that Keeps SMEs Ahead</b></p> <p>In a time of massive digital transformation, it is more important than ever for businesses to embrace emerging and disruptive technologies. Technology is playing an important role in SME's overcoming</p>

some of the traditional barriers to growth and digital competency is becoming the new currency of growth. We are constantly hearing about how our customers are using technology to reinvent the way they work and the markets in which they operate.

Join Arthur Goldstuck as he unfolds the technologies that small business owners are using to remain competitive

**Speaker:**

**Arthur Goldstuck**

**The Entrepreneur as a Leader - the Responsibilities and Opportunities**

In this session some of the country's brightest business minds will exchange views on some critical success factors affecting medium sized enterprises.

Zipho will share her insights on:

- Attracting and retaining top talent-strategies for medium sized companies
- The entrepreneur as a leader - the responsibilities and opportunities of a SME business leader
- Effective business relationship building, growing and nurturing your professional network

**Speaker:**

**Zipho Sikhakhane- International Speaker, Writer and Business Advisor**

**Networking session**

**Lunch Break**

**How an effective sales and marketing strategy can get your business to the next level**

An effective marketing and sales strategy is critical to the success any business.

Despite significant marketing spends, we often see a poor return on investment or, even worse, damage to brands.

Allon Raiz and his team will share valuable insights and practical advice on how to avoid some of the pitfalls when it comes to your marketing and sales strategy and how to effectively differentiate your business from the rest.

**Moderated by:**

Allon Raiz – CEO: Raizcorp

**Topic TBC by Credit Guarantee**

**Success Stories and Lessons from some of SA's Leading Entrepreneurs**

**Closing remarks**

**End**