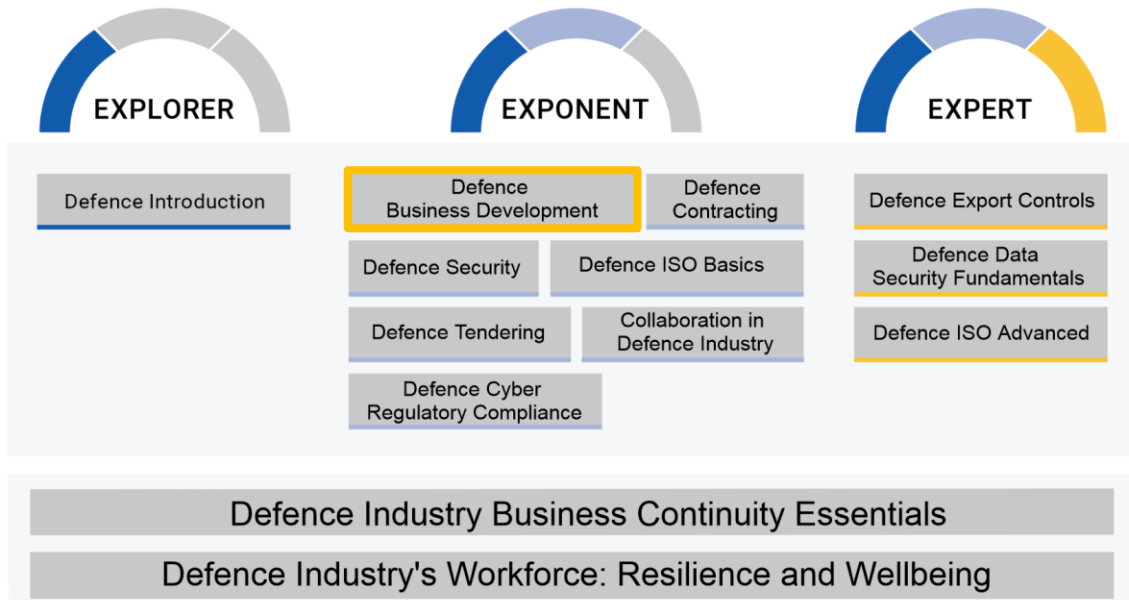




# DEFENCE BUSINESS DEVELOPMENT



## Target audience

This seminar addresses business at the “Exponent” level - those entering the market and wanting to know more about it.

## Seminar structure

Virtual workshops	eLearning modules	Podcasts
7	-	1

## Expected outcomes

- Using strategy to identify market targets
- How Defence processes acquisitions
- Best practice marketing and Defence marketing
- Best practice presentation of capabilities
- Where to find the market
- Understanding the necessity of capital to pursue and convert opportunities.

## Content

This seminar will be delivered by three accomplished presenters with decades of front-line SME experience in Australia’s Defence Industry.

*Defence Business Development* provides valuable information to help aspiring businesses prepare for their entry to the Defence market by engaging a thoughtful strategy,

identifying tenders, following a logical response process, and making the best use of trade shows.

The seminar will include information on:

- How to ensure your company strategy identifies your prime targets, including such items as who you need to meet and what you need to discuss
- How Defence issues tenders for Products and Services to SMEs
- Defence Industry Associations, AIDN NSW and Hunternet assistance
- How to interpret tenders and their structure – follow a logical process
- How to best present your capabilities in Innovation, Grant, and GSC Supplier submissions
- Why Trade Shows – best practice and pitfalls
- How to raise and sustain your capital to ensure longevity
- SME case studies.

TIMING	LEARNING MODULE	FORMAT	EST. TIME TO COMPLETE
On demand	<ul style="list-style-type: none"> <li>• Introduction to seminar and facilitator</li> <li>• Description of seminar bundle incl learning outcomes</li> </ul>	Podcast	30 minutes
WS 1: The Prize, The Client & Your Defence Business Model	<ul style="list-style-type: none"> <li>• Review of the relevant Introduction Series client information</li> <li>• What do Defence clients value?</li> <li>• Introduce the Business Canvas Templates</li> <li>• Introduce the Value Proposition Templates</li> </ul>	Virtual workshop + eLearning Templates	30 min bump in, 60 minutes, plus 30 minutes optional chat room participation
WS 2: Creating & Refining your Defence Value Proposition	<ul style="list-style-type: none"> <li>• Case review of Business Canvass and Value Proposition Canvass</li> <li>• E-Learning: develop your Value Proposition</li> </ul>	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation
WS 3: Marketing 101: Defence Messages, Channels and Branding	<ul style="list-style-type: none"> <li>• The cross-over between marketing and BD</li> <li>• Brand</li> <li>• Messaging</li> <li>• Positioning</li> <li>• Channels to utilise</li> </ul>	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation
WS 4: Identifying Defence Clients, Partners & Support Groups	<ul style="list-style-type: none"> <li>• Who are the big Defence clients</li> <li>• Doing business with Primes</li> <li>• Doing business with US companies</li> <li>• Supply Chains and Subcontracting</li> </ul>	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation

	<ul style="list-style-type: none"> <li>• MSPs and Panels</li> </ul>		
WS 5: Marketing Advanced: Lead Generation	<ul style="list-style-type: none"> <li>• Lead and client acquisition</li> <li>• The role of digital marketing in BD</li> <li>• Creating a marketing strategy that supports BD efforts</li> </ul>	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation
WS 6: Creating Demand, Networking & Building Relationships	<ul style="list-style-type: none"> <li>• How do we create interest in our products or services?</li> <li>• How to grow a Defence network</li> <li>• How to leverage Defence trade shows and conferences</li> <li>• Using Defence Industry Groups</li> </ul>	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation
WS 7: Sales and Ongoing Defence Client Engagement	<ul style="list-style-type: none"> <li>• Contracting approaches in Defence</li> <li>• Pricing in Defence</li> <li>• Costs to bid on Defence work</li> <li>• Defence responsiveness and the impact on an SME</li> <li>• IP implications</li> <li>• Feedback</li> </ul>	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation
<b>TOTAL COURSE DURATION</b>			<b>7 hours instructions, 4 hours bump-in and chat room</b>

## Facilitators

### **Bret Barton**

Bret began a career in the Canadian Air Force as an aeronautical engineer flight testing military aircraft and systems. He progressed to working with the US Air Force flight testing F-16 systems and subsequently moved to Australia in 2004 to help a start-up Defence consulting business, Nova Systems, grow into it's significant position today.

Bret has dedicated his career to the defence, aerospace and engineering sectors. Bret is recognised as a proactive leader, has held several executive roles, run operations across APAC including the establishment of a new business in the Asia market.

Bret is currently the Chief Executive Officer of the Goal Group which is a professional services business focused on the Defence and security sector. Goal Group operates Australia's largest and unique "Complementary SME Model" helping Defence optimise capability and assets.

Bret is partnered with an accomplished Mechanical Engineering spouse, Hilary, an Electrical Engineering son, Mathew, and uniquely a physio therapist daughter Julia.

### **Jacqui Daley**

A strategic and commercially focused marketer with a love for all things digital. Jacqui is the founder and MD of The Measured Marketer, a digital-first marketing consultancy based in Newcastle, NSW, Australia. In her 18 year career she has successfully lead teams to develop and deliver effective integrated marketing strategy across digital and traditional platforms, including web, social media, media, outdoor, mobile, e-marketing, Search Engine Marketing, content, and managed the development of multiple websites and bespoke IT systems. Jacqui's experience includes international campaign management, event coordination, PR, issues management, crisis communications, internal communications, brand management, negotiation, developing bespoke reporting frameworks, reporting to boards and public speaking.

It's not all about the marketing though - any opportunity to focus on weaving corporate social responsibility within an organisation's marketing activities and she'll go for it! Jacqui strives to improve not only the (very important) stuff the CEO cares about - like ROI and profit - but also staff morale and the culture of company.

### **How do I Apply?**



Scan the QR Code

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Or call us on 02 4967 4500