

# Business Bites

## Marketing Disasters & Lessons Learnt

This seminar will provide a light hearted, engaging backdrop for attendees to gain relevant marketing skills, applicable in any business.

- Why have some products been such disasters!
- How can leading brands get it so wrong!

Join us to laugh and learn to ensure your campaigns and products don't end up in the 'disaster bin'.

Adam Basheer from Fit 4 Market is a professional marketer and manager, Adam has extensive experience in blue chip companies combined with impressive experience and knowledge of small and medium size enterprise (SME) management.

Afterwards enjoy a light lunch while networking with other small business people.

Online bookings [www.bec.org.au](http://www.bec.org.au)

**Date:** Friday 28 May 2010  
**Time:** 12.00pm - 1.30pm  
**Cost:** \$20.00  
**RSVP:** Wednesday 26 May 2010

**Venue:** Inner West BEC Training Room  
Adelaide University Research Park  
30 - 32 Stirling Street  
Thebarton

### BUSINESS BITES - MARKETING DISASTERS & LESSONS LEARNT REGISTRATION FORM

This section will also act as a tax invoice when forwarding a payment

**ABN: 58 886 026 448**

**Please send your payment along with the completed form below to**

**PO Box 160, Torrensville Plaza, 5031 or fax to 8159 8711**

**For online bookings go to [www.bec.org.au](http://www.bec.org.au)**

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