

## **One-on-One Business Advice**

SMARTSTART Business Show will provide free, objective one-on-one advice sessions from 10 specialist areas.

121s offer participants the chance to seek the advice and knowledge of an expert while at the show. You have to pre-book the session, during which you can discuss the subject in general, or how to tackle a specific issue which relates to your businesses or business ideas.

Participants can book for as many as they want.

### **Branding**

What does company stand for? Every interaction, transaction or reaction has an effect on people's interpretation of your brand. Register for a free, impartial 15-minute personal advice session.

### **Business Law (IRS)**

Trading within the law is an area which gives many business people sleepless nights.

### **Business Tax (VAT)**

Tax needn't be taxing (or so they say), but to many it's something of a minefield. Participants get 15 minutes with someone who knows their onions.

### **Cash Flow (Accounting Firm)**

Having a problem balancing money in and money out is the biggest single reason why businesses fail.

### **Employment (Auntie Felicia)**

It's usually the people who make a business what it is - and it's arguably the most difficult aspect of a business to get right. Participants can use our 121 advice for help on employment.

### **Media Relations (One Media Partner)**

Effective media relations can help any business to communicate its core messages. Opportunity for participants to plan a strategy with the help of an expert

### **Online Marketing (Business Ghana)**

In a crowded, instant market place, getting yourself heard and understood is a modern art form.

### **Raising Finance (Financial Institution)**

Evaluating the many options available for raising capital can be daunting, confusing and riddled with undesirable clauses and traps. Participants can invest 15 minutes of their time with one of our impartial advisers.

### **Sales (Busy Internet)**

If you can't sell, you can't run a business. In this workshop participants will be given an overview and simple rules that will help you no matter how little experience or natural ability you have.

### **Smart Marketing (BusinessGhana)**