



## Hello Boss!

You know that working smarter isn't about being chained to a laptop, clocking minutes, and staring mindlessly into a screen. Sometimes, working smarter means not working at all. At least, it means not physically being 'at work'. It means being at the [Bendigo Invention + Innovation Festival \(BIIF\)](#).

Why?

Because BIIF is an important event for anyone serious about using innovative business strategies to drive profitability and growth. A day invested at BIIF reaps rewards far into the future. Armed with a head full of brand new, need-to-know knowledge, we will return to work and proceed to make our company bigger, better and bolder.

Here are four reasons why we should head to BIIF:

### **To CONNECT with innovative people and businesses**

Sharing a room with like-minded people is the surest way to spark new ideas and rekindle our enthusiasm and inspiration for innovation. While data is great, there's still no better way to gain valuable insight than to see and hear it in person.

*"If you look at history, innovation doesn't come just from giving people incentives; it comes from creating environments where their ideas can connect." Steven Johnson*

### **To LEARN from innovation thought-leaders**

BIIF transforms thinking, unlocks ideas and imagination, and inspires excellence in innovation. The result is an expanded creative understanding and broader worldview.

*"Innovation can't just happen within the walls of your own organization." Lynne Doughtie*

### **To GROW our business**

BIIF teaches us how to use innovation to drive our business forward profitably, ethically and intelligently.

*"Business has only two functions – marketing and innovation." Milan Kundera*

### **To demonstrate LEADERSHIP**

BIIF will provide the tools and strategies to develop a leadership mindset to transform our organisation.

*"Innovation distinguishes between a leader and a follower." Steve Jobs*

To attend a one-day conference like this in Melbourne would cost in the region of \$500 and include time and costs associated with travelling. The opportunity to access high caliber thought leaders such as **Andrew Harvey (Microsoft)**, **Kate Cornick (LaunchVic)**, and **Temi the Telepresence Robot (Expatec)** in a regional setting at the fraction of that price is an opportunity too good to miss!

And lunch and drinks are included!!

To view the program, click [here](#). To purchase tickets, click [here](#). Group discounts are available, so why don't we close the office for the day and all go....?

Regards,

## The Team

(Still not convinced...? Here is what some of the attendees to last year's BIIF had to say):

*"The festival provided a high calibre of information and presenters that would be valuable for business. It was great for Bendigo and a terrific opportunity to engage with businesses that are currently or looking to take a future-focussed approach in their business."*

*"Excellent variety of presenters and topics."*

*"Quality presentations and panel discussions. terrific breadth on offer. super value for a day spent at the festival."*

*"The diverse speakers from industry, startup ecosystem, government, single business owners and government was fairly unique. I think this cross pollination is a strength of a regional event."*

*"It was informative and certainly something regional Vic needs to continue to do to show what we can do to take advantage of our innovative culture."*

*"Interesting speakers and thought-provoking presentations."*

*"Highly relevant content and excellent presenters. Hands down, best event to connect the local entrepreneur ecosystem that has ever happened in Bendigo."*