



Presents

I.T. Basics for Business

a FREE business event by locals for locals



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Mackay IT Network welcomes you to

“I.T. BASICS for BUSINESS”

Showcasing local IT capabilities

Assisting local businesses

Tuesday 22nd August, 5pm to 7:30pm

Mackay Entertainment and Convention Centre

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PRESENTATIONS

5:15pm Andrew Phillips - Communications Basics: “I’ve got the NBN – now what?”

Many businesses in our region are now connected to the NBN, but many don’t know how to capitalise on their new connection. Andrew will talk about cost-saving projects you should consider, like using the cloud for storage and/or backups, changing your phone system, videoconferencing etc.

Andrew is the General Manager of NQBE, and has experience in all aspects of business technology including telecommunications, computing and office machines.

5:35pm Senior Constable Steve Smith - Security Basics: “Keeping your business secure on line”

If your business is connected to the Internet (and whose isn’t?), then you are also exposed to viruses, ransomware, identity theft, scams etc. on a daily basis. They cost businesses millions, but they are just another risk that needs to be managed. Steve will tell you how to spot the “baddies” on line, how to stay safe and what to do if you are affected.

Steve is part of the Mackay Police Crime Prevention Unit and spends a lot of his time making businesses aware of on line risks and how to avoid them.

5:55pm Megan Taylor - Digital Marketing Basics: “The ABC of Facebook”

Does your business need a Facebook page? Do you know how to go about setting one up and how to use it effectively? Megan will take you through the basics and give you plenty of useful takeaways in this presentation.

Megan is the owner of Kapow Interactive, a digital marketing and training business at Airlie Beach. She is an Advance Queensland Community Digital Champion and volunteers a lot of her time teaching small businesses how to get started on line.

6:30pm Steven Tye - Business Software Basics: “Software Solutions for your business”

Still running your business on spreadsheets – or paper? Have you thought about business software, or an app, but been scared off by the price? Steven will talk about software as an investment decision, and a range of options to maximise your cost benefit.

Steven is the owner of Tyeware, a Mackay company specialising in software development for larger businesses. Steve is experienced in system analysis and design, and matching software solutions to your business.

6:50pm Guy Daniel - Cloud Basics: “Selecting a Cloud Provider for your business”

Your old server has had it, or you’re starting a new business, and you’ve decided to “go with the cloud” – but what cloud provider should you choose? How do you decide? Guy will tell you the questions you need to ask to make sure you get the decision right for your business.

Guy is the owner of Onsite PC Techs in Mackay, and MITN’s treasurer. He spends most of his time supporting and customising business software solutions for his clients.

7:10pm Q&A Panel:

Ask questions of all of the speakers.

SHOWCASE

The following companies and organisations are represented at tonight's event.

CHAPtech (<http://www.chaptech.com.au/>):

CHAPtech is an established Mackay company providing quality IT services and support for over 120 customers in the Mackay region and all over Queensland. They specialise in managed services and system administration.

CynFX Digital (<https://www.cynfxdigital.com.au/>):

CynFX Digital is a Mackay-based consultancy that draws on their big business IT experience to help clients with solutions and strategies for their business problems. They specialise in business and process analysis, management systems, intranets and websites.

Department of Science, IT and Innovation (<https://www.qld.gov.au/dsiti>):

DSITI is the Queensland government department focused on the digital economy, technology and innovation. Steve Knight will be attending to talk about the many programs and resources to help small businesses build their digital capability.

EHW Tech (<https://www.ehw.net.au/>):

EHW Tech provides quality IT products and services for medium to large business networks. They are an accredited Microsoft Business Solutions Partner, and supply and service a number of recognised hardware and software products.

Ganecon IT Services (<http://www.ganecon.com/>):

Ganecon is a Mackay company specialising in business IT solutions for SMEs. Their services include web development, IT management and support, and software and mobile app development.

iScape (<http://www.iscape.com.au/>):

iScape has provided professional software development services in Mackay since 2005. Now they also provide IT services, support and sales to fulfil their clients' hardware and software requirements.

Kapow Interactive (<http://www.kapowinteractive.com.au/>):

KAPOW Interactive is a Whitsunday business that specialises in Digital Marketing strategies focused on increasing the reach and visibility of your business using social media platforms. They also offer training and website development services.

Mackay IT Network (<http://www.mitn.org.au/>):

MITN, your host for this event, is an incorporated, member-based, not-for-profit organisation whose objectives are to develop the IT industry and promote the effective use of information and communications in the Greater Whitsunday region.

Mackay Police Crime Prevention Unit (<https://mypolice.qld.gov.au/mackay/>):

The Crime Prevention Unit works with and educates the public to help prevent crime, including cybercrime such as scams, ransomware attacks and identity theft. S/Sgt Steve Smith will be on hand for advice on how to avoid and report such incidents.

Mackay Regional Council (<http://www.mackay.qld.gov.au/>):

MRC is the region's biggest IT user and IT employer, and a corporate member of MITN. Staff will be available to talk about Council IT services and programs, or just give you a big business perspective on your IT requirements.

Mackay Sugar (<http://www.mkysugar.com.au/Pages/default.aspx>):

Mackay Sugar is another MITN corporate member with a significant investment in IT and some skilled network and software development staff who will be happy to chat with you about your IT issues.

NQBE (<https://www.nqbe.com.au/>):

NQBE is a large integrated IT provider headquartered in Mackay, with dealerships throughout Queensland and the Northern Territory. They provide end-to-end solutions for large and small business through their Print, Telecommunications and Computer divisions.

Onsite PC Techs (<http://www.pctechs.com.au/>):

Onsite PC Techs provide on-site and remote services for SMEs. They also market and support business software (Attaché) and do custom application development for business.

Orion On-Line (<https://www.orion-online.com.au/>):

Orion On-Line has been providing hosting and IT related services to local and national clients for almost 20 years. They specialise in web and mail hosting, private cloud and virtual private servers.

Rainbow Consulting (<https://www.rainbowconsulting.com.au/>):

Rainbow Consulting is a Mackay consultancy that specialises in IT strategy, operations and project management. They leverage their IT experience in medium to large companies for the benefit of their clients.

TranTech (<https://www.trantech.com.au/>):

TranTech Computers is a local Mackay company providing effective solutions for all IT needs. They offer a full range of IT products and services for SMEs including cloud services, hosted Microsoft Exchange and Office 365.

Tyeware (<http://www.tyeware.com/>):

Tyeware is a Mackay-based ICT company that has provided consultancy and software development services to a broad range of Government and private sector clients since 2007.