



GEELONG CHAMBER OF COMMERCE

“How to grow your business online” Q & A Session with Five industry experts!

Proudly sponsored by



Panellists

Raquel Ricardo – *ChandonCraft*

Tracy Roth-Rotsas – *Search Engine Consultant*

James Crook – *Chocolate Chip multimedia*

Jim Thompson – *DDG*

Hugo T Armstrong – *Blues Train*

MC

Jonathan Roberts – *DDG*

Date: Wednesday November 19th

Time: 5:30 until 7:30pm

Refreshments from 5:30 – 6pm

Level One at Coumans Chartered Accountants (153 Mercer Street Geelong)

Q & A Session to start at 6.00PM, in the Auditorium, ground floor 153 Mercer St.

Investment: \$20 Chamber Members, \$25 Non Members

If you'd like to continue networking or speak to a panelist personally, we are moving onto Mr. Hyde (11 Malop Street) from 7.30pm.

RSVP: Monday 17th November by phone or email
5222 2234 or admin@geelongchamber.com.au

You can pre-submit your questions to our panellists by emailing them to amy@coumansca.com.au by Monday 17th November.

Panellists Contact Details

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Panellists Bio's



Raqual Ricardo – *ChandonCraft*

My experience with web sites began in my first working position for a company called Dyson bulbs who had a mail order division "Bulb Express". The company was selling flower bulbs through magazines and a catalogue and I was involved in the website, then being made to compliment these 2 things. This made me see how a website could add additional sales of a product outside the radius of those who could drive to your store. In Feb 2007 I began a craft shop in Geelong. We have allot of local customers but also a large amount of customers who were not local but here to visit. Many commented how they wished they had a store that sold the specialist and general products we sell. I knew then that there would be a market for also being able to sell online. I looked at all the features on other websites I liked and tried to cumulate these into our website. We now have customers from all over Australia and also the world. Plus an added bonus has been how much locals look at the site and it inspires them to come into the store and purchase too.



Jim Thompson – *DDG*

As director and general manager, Jim heads up DDG's web division. Over the past 10 years he has project managed development of more than 100 websites, always with an emphasis on defining and translating business processes, objectives and strategies into online reality.

Jim's role delivers the critical link between the client business and DDG's technical and design teams.

By gaining in-depth understanding of each business before interpreting and determining its website architecture, Jim ensures every DDG website truly reflects and enhances the enterprise behind it, while incorporating sound Internet strategies and quality user experiences.

Jim holds a Bachelor of Commerce (Accounting and Management) and has sharpened his professional skills in senior-level positions in finance and marketing, including management of a global web development business with international clients and branches, and a national staff of 40.



Tracy Roth-Rotsas – *Search Engine Consultant*

Passionate about the potential of web marketing and website optimisation, Tracy Roth-Rotsas is a Search Engine Optimisation (SEO) consultant with nearly 20 years' experience as a journalist, writer, editor and publisher. Her portfolio includes regular inclusion in prestigious international publications such as the Time Out Visitor Guide, publication of her own magazine *What's Happenin'!*, and contributions to international and local media including the Geelong Business News and The Geelong Advertiser. Currently Tracy heads up her own new-generation web marketing and optimisation business, "The Write Insite", providing pay-per-click advertising campaign management services and employing SEO expertise that has helped drive one of her websites to the No. 1 position on Yahoo!



Hugo T Armstrong – *Blues Train*

Hugo's national career as a DJ was launched after touring three times with Aria award-winning band The Badloves as a roots DJ. He has since DJ'd private parties for everyone from Elle McPherson to Joe Cocker and was the in-house DJ for the prestigious Mercury Lounge at Crown Casino from its launch. He has DJ'd at shows by Bob Dylan, BB King, Charlie Daniels, Kate Ceberano, Renee Geyer, Wide Spread Panic, Robert Cray. He recently launched the soul night at Federation Square's Transport Bar on Thursdays.

In 1994, inspired by stories of the old blues masters jamming it up on Mississippi freight trains as they travelled the Deep South, Hugo joined forces with the renowned Pasquini's Deli of Point Lonsdale to create one of the Geelong region's most spectacular dining and entertainment experiences - Queenscliff's legendary Blues Train.

The Blues Train experience begins at historic Queenscliff Station with a hearty meal. At each stop revellers swap carriages to see one of the four other great blues acts performing on the train. This year over 5,000 people will board The Blues Train for this unique combination of music and the beautiful scenery of Queenscliff, Swan Bay, Marcus Hill and Drysdale.



James Crook – *Chocolate Chip multimedia*

James is director and lead designer at Chocolate Chip multimedia, a local studio specialising in creating professional websites for small businesses. With a focus on personal service, in recent times they have also had great opportunities to work with larger businesses and organisations such as CBRE Property Developers, Rockwell Automation Distributors of Australia and Huon Trail Tourism Tasmania. James has been designing and programming for over seven years, starting out as a freelancer before founding Chocolate Chip multimedia in 2004. He has formal design and journalism qualifications and also teaches website design classes at Gordon TAFE in Geelong.