

# BRISBANE WOMAN Workshop and Networking Evening - Tuesday 9th March

## Disaster-proof your business!



Have you ever been kept awake at night thinking about what can go wrong?

Disasters of all kinds can happen to any business. Some you can prevent and others you can do little about. The thing to remember is that no matter how serious, you can always minimize the damage from any event. All it takes is a little planning.

Small and medium businesses are most vulnerable to crises. Consider, what if the “worst” did happen? How would it affect my business, my family, and my employees? Would we survive if the business were shut down for weeks, months, or perhaps the entire year?

The possibilities may not be pleasant to think about. But a proactive approach to managing potential disasters may help reduce the effects on your business, and lessen the time and resources necessary to resume normal operations.

Unsure what to do or where to start? Don't be. Just a few simple activities with some easy to use tools and you will be ready to tackle anything that comes your way.

### **In this disaster-proof workshop, we will:**

- Identify what can go wrong in your business giving you a greater understanding of your businesses risks and vulnerabilities;
- Discuss ways to prevent disasters from happening;
- Tell you what you can do to maximise your preparedness;
- Help you to know what to do when disaster strikes and it all goes pear shaped;
- Identify ways to get you back on your feet fast; and
- Provide you with the tools, tips and resources to help your businesses survive a disaster or crisis.

**Samantha Ford** has extensive experience obtained in both corporate and government sectors in Australia and internationally. Samantha's career has been built on a solid background of project management, planning and strategic advice.

Samantha holds a Bachelor of Science (Applied Psychology) with a Minor in Business Strategy and a Graduate Certificate in Emergency Management. Through her business Adarna Consulting, she assists business and governments identify and understand their risks and manage critical events.

Samantha works at the cutting edge of risk management, a subject that is often overlooked or dismissed in SMEs as non-essential. Her professional expertise is critical in the modern world of business, and well geared to support all levels of risk assessment and crisis management in any company. By following her simple but effective approaches to disaster proof your business it will become stronger and more resilient.



[www.adarnaconsulting.com.au](http://www.adarnaconsulting.com.au)

## Event details:

**Tuesday 9<sup>th</sup> March 2010**

**The Pineapple Hotel**

**Arrive 6 onwards for 6.30 start**

**Finish approx 9pm**

**Only \$50 including finger food**

**705 Main Street  
(Enter via Park Bar on Baine St)  
Kangaroo Point**

The number of attendees is kept to 40 ensuring maximum benefit for all participants. The interactive and fun speed networking component means you'll walk away with 30—40 contacts too! Build your business and meet some wonderful like-minded women.

**To secure your spot go to:** [www.brisbanewoman.com/upcoming-workshops](http://www.brisbanewoman.com/upcoming-workshops) and scroll down to the **Buy Now** button. Phone Kylie for more information on 0407 276 759 or email [kylie@brisbanewoman.com](mailto:kylie@brisbanewoman.com)