CLICK! Digital Expo Snapshot Report

2012-2016

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CLICK! Digital Expo
9/3/2017
www.clickdigitalexpo.com.au
The 2016 CLICK! Digital Expo was organised by Regional Development Australia (RDA) Brisbane and held on Friday 11th November at the Brisbane Convention and Exhibition Centre, South Bank. This was the fourth such event – previous Expos being held on 12 November 2012 (at the Sofitel Hotel), 13-14 March 2014 (at Brisbane City Hall) and Wednesday 4th November 2015 (at BCEC).

A total of 1297 registrations were received for the 2016 Expo through an online registration process, including people who registered at the door. Approximately just over 1000 people attended on the day from across Brisbane, the broader South East Queensland region and beyond.

RDA Brisbane secured Partners and Sponsors to help fund and stage the event. These Partners and Sponsors provided cash and/or contra support:

**Founding Partner** – Career Employment Australia/Greater Brisbane Small Business Advisory Services/Business Success Group

**Senior Partner** – Brisbane City Council/Digital Brisbane (with support from the Lord Mayor’s Suburban Initiative Fund)

**Media Partner** - Quest Community News/NewsXtend

**Startup Supporter** – Advance Queensland/Queensland Government

**Contra Partners & Sponsors** – Red Bean Productions (Digital Content Sponsor); Lup (Event Management Partner); Yantra Consulting (Strategy Partner); Vision6 (Email Marketing Partner)

**Gold Sponsors** – TAFE Queensland Small Business Solutions; Conetix

**Silver Sponsor** – Sales Fix

There were 54 exhibitors at the Expo and for the second time we hosted 16 digital start-up companies to exhibit free of charge, and this was made possible by a Startup Queensland grant from the Queensland Government. These start-up exhibitors gained valuable exposure to potential new markets and collaborations with other digital providers and stakeholders.

A total of 46 seminars were conducted throughout the day of the event with speakers who were sourced and selected through an EOI process.

The target audience for the CLICK! Digital Expo was SMEs, NFPs and Start-Ups. Types of NFPs targeted included business and industry associations, community service providers, and education and training organisations. The primary focus was on attracting prospective attendees from within the Brisbane Local Government Area and broader South East Queensland (SEQ) area, for which RDA Brisbane’s extensive networks were utilised to broaden the reach to these enterprises.

CLICK! is the only expo of its kind in Queensland which is FREE for attendees wanting to learn more about how their business can prosper in a digital world, finding ways for their business to be sustainable in the ever changing IT environment. The following pages in this report shows that CLICK! remains a vital and important resource tool for businesses to ensure they stay ahead and experience growth by implementing strategies discovered at CLICK!
1. ATTENDEE PROFILE

The following demographical attendee data was collected and analysed from the 2016 Expo registration process and includes, where available, comparative data from the 2012, 2014 and 2015 CLICK! Digital Expos.

a) Enterprise Type

Comparison Summary
There was an increase of Intending Entrepreneur/Start Up in 2016 which we believe coincides with the Queensland Government Advance Queensland push for start ups and innovation including funding opportunities. Private Enterprise remains the main enterprise type by registrants.
b) Size of organisation represented (by number of employees)

Comparison Summary
As per previous years, the majority of enterprises employ 0-50. However, this year (2016) there was a slight increase in the range 51-100 employees. Whilst 100+ employees dropped to record the lowest rate over the four (4) expos in this category. The percentage for NA reflects registrations under Government/Students/General Public.
c) Industry representatives

Comparision Summary

The above breakdown of industry representatives was taken from the ANZIC Code. As per previous years, IT is high with representation. However, this year there was an increase within retail and Professional, Scientific &Technical services. Refer to next page for the breakdown of 2012, 2014 and 2015 Industry Representatives.
2. DIGITAL READINESS OF REGISTRANTS

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<tr>
<th>Ref No</th>
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<tr>
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<td>Wholesale Trade</td>
<td>21</td>
<td>Other</td>
<td>14</td>
<td>Hospitality/Tourism/Travel</td>
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<td>Construction</td>
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<td>27</td>
<td>Transport/Shipping/Logistics</td>
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<td>Mining/Oil/Gas</td>
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<td>Healthcare/Medical</td>
<td>6</td>
<td>Community Development/Cultural/Recreational</td>
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<td>Government/Defence/Emergency</td>
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<td>Automotive</td>
<td>3</td>
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<td>Engineering</td>
<td>2</td>
<td>Administration</td>
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<td>Retail &amp; Retail Fashion</td>
<td>17</td>
<td>Legal</td>
<td>10</td>
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<td>Accounting/Banking/Finance/Insurance</td>
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<td>16</td>
<td>IT</td>
<td>9</td>
<td>Disability/Employment/Family Service</td>
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<td>Human Resources</td>
<td>8</td>
<td>Consulting</td>
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2012-2016 CLICK! Digital Expo Snapshot Report
The registration process involved a series of questions to gauge current digital knowledge and engagement levels within our digital topic range of seminars.

These questions were not asked for the Government/Students/General Public registration.

The questions are also used for comparison from year to year and identifies any gaps or shortfalls that are present within businesses. We can easily identify from year to year what remains a current learning problem area and ensure that CLICK! includes the seminars that will provide further information so that the businesses are better positioned to stay in front of the digital environment.

This year our seminars included the below topics and we have included some information on the presentations for each topic:

**Digital Marketing (2 Sessions)** – latest trends in email marketing, essential steps for digital marketing strategy, content marketing new SEO, Google adwords and digital marketing refresher

**Social Media (2 Sessions)** – LinkedIn for small business, use social media for business & lead generation, online tools, Facebook ads and the psychology of social media

**Cloud Workflows** – benefits of the cloud platform in business, the need to systemise your business in the cloud and information on how to move your business to the cloud

**Digital Strategy** – the business dilemma; to innovate, or not innovate, why digital strategy matters & actionable tips for the next level digital and the role C Suite play in digital

**Cyber Security** – Privacy and security in the digital age, how to protect your business & clients from cyberattacks, some tips to recognise hacking & measures on protecting your business

**Mobility for real business gain** – remote workforce, meeting customer expectations in the digital age anywhere, anytime, mobile business growth efficiencies

**Digital e-Commerce** – automating lead generation, integrating your systems for live reporting, the omnichannel retail opportunity

**Internet of Things (IoT)** – the future of work, why spatial information is important, robotics in the IoT landscape

**Starting Up** – How to create your mobile office, all things for consideration when starting up, how StartupQLD can help you

**The Power of Video** – how to create professional & engaging video with your mobile device, the power of storytelling, generate leads & convert them into sales with the power of video

**Other informative presentations** – secrets to making the most of your computer, better visitor experiences with digital onsite, Beyond the cloud: the next big thing, why your website doesn’t work & how to fix it, crowdfunding, humanising technology, NBN rollout, ibeacons, the importance of continuous validation in marketing and steps for digital marketing strategy in 2016

The following graphs represent comparisons between the digital knowledge level of 2012, 2014, 2015 and 2016 within the topics presented.
Comparision Summary
In 2014-2015 the question was based on whether or not internet was used within the business. However, we felt that with the NBN and other providers of internet services, we would ask the question around the speed of internet in 2016.
b) Social Media

Comparison Summary
Whilst all forms of Social Media has now become a very useful marketing tool, we are able to identify that there is still a need for more learning required for businesses to use this has a marketing tool. Surprisingly, this year (2016) the registrants were the highest with having Social Media but not using it for their business marketing.
c) Cloud

Comparison Summary
From 2012, there has been an increase each year that shows cloud platforms are being utilised in businesses. The above growth also shows this is still a relevant topic with over 30% of businesses that have not moved their business to the cloud.
d) Financial Operations & Online Transactions

**Comparison Summary**
More learning is required in this area and due to the high percentage of businesses not utilising technologies beyond EFT transactions, we still should provide more advice and examine innovative payment systems and more relevance to better understand the digital customer with this rapidly changing technology environment.
Two additional questions were asked in 2014 and 2015, to reflect advances in both technology and activities undertaken in the Brisbane digital space – MOBILITY and DIGITAL STRATEGY as well as a new question in 2015 – ONLINE MARKETING

e) Mobility

**Comparison Summary**
From 2014, it is clearly identified there is still a high number of businesses that still need to understand the right digital solutions to enhance operational efficiencies and the tools that they need to enhance their ability to utilise mobility technology and future proof the infrastructure for mobility.
f) Digital Strategy

Comparision Summary
There has been a slight shift between having a digital strategy and not implementing it into the business and fully implementing a digital strategy. Because of this, there is still a gap that supports our recommendation to have this topic included in our sessions. Businesses should have a clearer understanding of the importance along with a digital action plan and how there digital activities integrate with your overall business plan.
Online Marketing and Analytics

The results for 2016, clearly supports the importance of the inclusion of this topic as well as the relevance. Businesses do not fully recognise the need for online marketing or the analytics that measure business metrics like traffic, leads, and sales, and which online events influence whether leads become customers. They are missing opportunities for business growth and profits.

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h) Video Implementation

Video Implementation (2016)

- A - My business/employer does not use video for marketing purposes
- B - We have limited experience using video for marketing but do not fully understand how to use & implement in business operations
- C - We use video for marketing purposes & are regularly creating new videos

Comparision Summary
This topic was introduced in 2016. The growth of social-media platforms is partly responsible for the change from textual-only content to the use of video. With almost 50% of registrants not using video for marketing purposes, it is essential to carrying forward this topic
3. MARKETING OF THE EVENT

Comparision Summary
It is important to review marketing aspects and to identify what worked or what requires more attention to attract registrations. CLICK! has become a noticeable and proven event which is supported by the high percentage of word of mouth/referral/colleague.
4. POST-EVENT SURVEY

Following the CLICK! Digital Expo, a survey was conducted of the registered attendees to evaluate the effectiveness of the event in meeting economic development outcomes.

Q. The objective of the CLICK! Digital Expo was to help you get advice and information on operating in an increasing digital world. Please give a score of 1 to 5 (1 being poor and 5 being outstanding) on the extent to which the expo helped you gain a better understanding or awareness of opportunities for you/your enterprise in each of the following areas.

![Graph showing the survey results for various areas related to digital strategy.]
Q. If you attended any of the seminar sessions - how do you rate their usefulness to you? Please give a score of 1 to 5 (1 being poor & 5 being outstanding)

Q. Please rate your overall satisfaction with the seminar topics and/or Q & A Panels presented. Please give a score of 1 to 5 (1 being poor & 5 being outstanding)
Q. How would you rate your overall experience in attending the CLICK! Digital Expo? Please give a score of 1 to 5 (1 being poor & 5 being outstanding)

Q. Do you plan to implement any changes to the way you conduct your role/run your business as a result of any new info?
5. TESTIMONIALS

Survey respondents were invited to provide a testimonial of their experience in attending the 2015 CLICK! Digital Expo. Following is a selection of the testimonials:

➢ an excellent initiative and so glad not to have to fly out of Brisvegas for it!

➢ Click is great to hear and see what is going on around the place, so it is something that I have recommended to colleagues and friends to attend

➢ As the Marketing Manager of a National company, the expo is a great place to learn new skills and refresh old skills. I can't believe this expo is for FREE and would highly recommend attending it. I look forward to this expo in my calendar every year. This expo gives me lots of motivation for marketing now and in the future

➢ I was blown away with the amount of valuable information that was provided at the expo. The presenters in the seminars were forthcoming with the role digital plays in today's working world. Thoroughly enjoyed every minute, in fact due to attending the Expo we are now both off doing a small business course with one of the presenters through QUT.... thoroughly recommend this Expo

➢ A great expo for any modern business. A great way to gain exposure to a lot of new technologies and concepts in a single day. Highly recommended.

➢ A great one stop shop! An effective way to meet face to face with others in the digital world and keep up to date with rapid changes and future directions

➢ it was a great experience to be there as I could share many insights from those who have long experience in the related industries, also I could meet many other entrepreneurs who gave me helpful advice for planning my business

➢ An excellent chance to speak to a range of experts under one roof about improving the digital health of my business

➢ I can't believe this is a free event! You could charge for this level of expertise (but please don't!). Great day of speakers and exhibitors

➢ I attended CLICK with an open mind, but low expectations. I was pleasantly surprised to find and meet several very useful contacts who have been very helpful to my start up in business. I shall be attending again in 2017

➢ I loved the Click Digital Expo in 2016. As my business has only just started, any advice at all, particularly in the legal and marketing side of things, was most appreciated. The speakers freely shared their knowledge and expertise and it was definitely the best worthwhile "working on your business" experience of 2016. I look forward to seeing what 2017 has to bring