



## **New workshop assists digital services businesses to grow and exit**

**Sydney: 14 September 2015.** Digital business leaders network Digital Nation, together with digital industry association AIMIA, have launched the first intensive one-day course to help businesses grow fast and be exit ready.

Mergers and acquisition activity in the digital services sector remains strong, most recently with news of the acquisition of digital agency Webling by J Walter Thompson, mobile development agency Outware Mobile by Melbourne IT, and digital agency Reactive by Accenture.

To help agencies capitalise on the interest in the digital services sector, Valuing and Growing your Digital Business will be held in Sydney on 14 October. The one-day intensive deep dive into management essentials, what acquirers are looking for, and how to value your business.

This course is perfect for those businesses at a strategic development point. Digital Nation's Director of Training, Claudia Sagripanti expands, "We are delighted that experienced entrepreneur and investor, Matt Costello, will be leading the workshop. It will help them get a new outlook on the day-to-day running of the team and the business. Previous graduates of the course say that one of the most valuable activities of the day is to do a business management dashboard. One of our early alumni negotiated a substantial premium on investment, while another has successfully managed an exit."

Entrepreneur, corporate adviser and workshop leader Matt Costello adds, "One of the key issues for digital businesses is growth. In my role as corporate advisor, I've seen many digital services businesses without a realistic plan for strategic growth, and therefore they miss out on significant revenue opportunities. This workshop explores growth, risk management and exit strategies and looks at business valuations



specifically for digital. The course will cover the key metrics that digital businesses need to track. “

### **Key outcomes of the workshop**

1. Business Valuations - what acquirers looking for and how they value the digital business
2. Management Dashboards - how to best track the right information in your business. Attendees will build a dashboard on the day
3. Financial Management - understanding the balance sheet, business case developments and financial ratios specific to digital

### Ticket information:

AIMIA member special price: \$798 including GST

Non member standard price: \$958 including GST

*Workshop investment includes lunch, refreshments and workbook.*

Further information is available at [www.aimia.com.au/training](http://www.aimia.com.au/training)

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For interviews or further information, please contact Claudia Sagripanti on 0414 520 836 or [claudia@digital-nation.com.au](mailto:claudia@digital-nation.com.au).

### **About Digital Nation [www.digital-nation.com.au](http://www.digital-nation.com.au)**

Digital Nation trains people to lead in the world of digital business. We equip people to drive growth and profitability in the digital eco-system, through the Digital Business Leaders program of workshops and training, and networks for chief digital officers, digital project and operations managers. We've been training newcomers and senior managers to lead digital businesses across ASX listed companies and SMEs since 2008.

### **About AIMIA [www.aimia.com.au](http://www.aimia.com.au)**

AIMIA is for digital people, shaping tomorrow. AIMIA is the digital industry association of Australia, representing the digital content, services and applications industry since 1992. AIMIA offers member services including education and training, events and thought leadership groups, plus profiling opportunities within the sector.