



Adelaide SMBs and start-ups gather for Small Talk event

Supporting small and medium businesses to scale up effectively

connexus

Sydney – 26 August 2019: Small Talk, an event focusing on how start-ups and small business owners can accelerate their growth, will take place this Wednesday in Adelaide. Facilitated by Connexus - the leader in enabling small business success through technology – the event will feature speakers such as the Deputy Lord Mayor of Adelaide, Houssam Abiad. This is the second in a series of intimate events delving deep into topics which small and medium business (SMBs) typically struggle with. Small Talk is all about helping businesses to scale up whilst providing practical insights that attendees can implement right away to grow their business. “At Connexus we want to help SMBs turn technology change into business success. We recognise that SMBs are not experts in every field, even though they need to be. We want to support them and provide value for them through our Small Talk series. The aim of the sessions are to upskill SMBs and start-up owners by providing a platform for insight from experts on how to scale up,” Lee Atkinson, General Manager of Connexus said. The Adelaide Small Talk event will be co-hosted by and held at ThincLab (Adelaide University) on 28 August. It will cover off topics ranging from how to grow a business without a marketing budget, to the importance of work-life balance when running your own company. “The success of SMBs drives the economy in Australia, so it’s critical that they’re equipped with the skills they need to do well. Given how many hats small business owners have to wear, Small Talk serves as a great opportunity for the attendees to grow their business acumen in areas they might not be that well-versed in. We are thrilled to co-host this event in Adelaide with Connexus,” Renee Hakendorf, the Innovation Hub Manager at ThincLab said. Speakers confirmed for the event include Houssam Abiad (Deputy Lord Mayor, City of Adelaide), Aj Koch (General Manager, Pinstripe Media), Robin Sands (CEO, Link4) and Andrew Montesi (Head of Marketing, PickStar). The first Small Talk event was held in May in Sydney and included expert-led discussion on topics such as marketing, public relations, lead generation and sales. For more information and to RSVP for the event visit <https://go.connexus.com.au/smalltalk>. /ENDS About Connexus Connexus solves the pain of technology for small business. Connexus makes business-grade phone, mobile and NBN easy to understand, quick to setup and simple to use, leveraging world-class innovation and investment to create the best business telecom experience for SMBs. Connexus is part of the MNF Group, one of Asia-Pacific’s fastest growing technology companies. Listed on the ASX since 2006, it is now twice the winner of the Forbes Asia-Pacific “Best under a Billion” award. MNF develops and operates a global communications network and software suite enabling some of the world’s leading innovators to deliver new-generation communications solutions. For further information about Connexus visit: <https://www.connexus.com.au/> For further information please contact: Sue Ralston Einsteinz Communications T: (02) 8905 0995 E: sue@einsteinz.com.au

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