



# BUSINESS GROWTH HOT SEAT

February 15, 3pm - 6pm  
The Imperial Hotel, Melbourne

## The event

All businesses hit a **growth ceiling** at some point of their development.

Business owners are faced with repetitive and often generic solutions to their issues which do not yield results.

Most businesses stagnate at a particular growth point.

This event is designed to incite business owners to **break through the growth ceiling**.

[Register Here](#)

Attendees are welcomed spectate or participate in the Hot Seat and explain their growth problems.

Our experts will ask questions to probe into the issue, and hone in on the underlying cause of the problem.

Within nine minutes, they will provide an **outsider's perspective** to the issue, **explain** the problem, and offer a **creative solution**.

The experts draw on their decades of experience in digital marketing and business development sectors.

## Did you know?

- **Most** businesses hit the **growth ceiling** at the \$1 - 5million mark.
- Measured by turnover size, **24%** of all active Australian businesses in June 2016 had annual turnover of **less than \$50,000**.
- Just **7%** of all Australian businesses had an annual turnover of **\$2 million** or more in 2015-16

## Who's the event for?

This event is geared toward business owners and executives, with established small to medium companies experiencing issues. This event is for you if:

- Your business growth is slow or has stalled.
- Solutions to your problem are not coming easily.
- You get the same generic approach regurgitated at every meeting.

## Event Topics

WEBSITE TRAFFIC

SCALEABILITY

INNOVATION

CONVERSION  
OPTIMISATION

SALES PROCESS

LEAD QUALITY

USER EXPERIENCE

STALENESS

BRANDING



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## Problems



SAME IDEAS



STALENESS



SLUGGISH  
AND BORING  
APPROACHES



SLOW GROWTH



STAGNATION OF  
PROGRESS

## The Solution

It often takes an outsider's perspective to understand a problem. It's easy to get caught up in semantics and mechanics, while someone external to the problem offers a unique perspective.

Allow an expert, to provide you with this perspective on hone in on your problem.

With sensitivity analysis based on years of assisting with similar problem types, they're able to provide an effective and efficient solution.

Become aware of similar challenges to business owners in your industry hearing from and meeting other business owners over beer and banter.



Clients grow between 47 - 176 per cent within one year of joining Arrow Digital.



Over 200 business owners have attended our events.



Most attendees have doubled their growth within one year from event.

## Our Approach

**S L O W   G R O W T H**  
 +  
 E X P E R I E N C E  
 E X P E R T I S E  
 P E R S P E C T I V E  
 C O L L A B O R A T I O N  
 C R E A T I V E   S O L U T I O N  
 =  
**R A P I D   G R O W T H**

### From our approach:

Software tech startup saw 220% in total website sessions

Manufacturing business increased website conversion rate by 76% within 3 months.

Education business had to open a second store to deal with demand within 2 months.

Childcare company sold to Fairfax for \$45 million after 18 months with Arrow.

Hotel supplier sees 84% increase of website visitors within 6 months



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## The Event Details

- When:** 15th Feb, 3pm - 6pm, followed by drinks and discussion
- What:** Attendees arrive and are given a welcome drink.
- Business owners are asked to label their growth problem.
- Corners of the room will be dedicated to types of business problems.
- The hot seat will run for 3 energetic, high-energy hours of problem-solving.
- The beer, banter, and collaboration will continue in the bar downstairs.
- Where:** The event will be held in the Parliament Room in the Imperial Hotel, located opposite Parliament House in Melbourne's CBD.
- 2-8 Bourke St, Melbourne VIC 3000

## The Wizards

The event will be facilitated by Anup and Jasmine Batra, co-founders and CEOs digital marketing agency Arrow Digital.



Anup Batra is a digital marketing strategist and speaker. He has a proven history of accelerating businesses' growth using digital strategies, with many of his clients achieving exits from \$30mil to \$700mil.



Jasmine Batra is one of Australia's most respected Digital Marketing Strategists. She combines her MBA in marketing and honours degree in IT to deliver marketing solutions, with a sharp acumen for SEO, Google Analytics and Website Conversions.

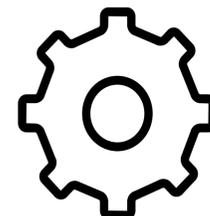
## Exchange



Problems



Ideas



Strategies

## The Testimonies

"Anup's a diamond thinker, a guy who thinks out of the box. If you're looking for original, breakthrough ideas, this is the guy for you"  
- Sandeep Kaul, leadership coach

"Jasmine has great passion and knowledge in all areas of business, with an authentic and approachable style" - Melanie Blint, Director at Engana Graphics

"Page 5 wasn't enough for me. Arrow got me on page 1 and doubled my sales in months" - Rudy Ursem, Director at Green Design



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## The Inclusions

### Hot Seat Admit - \$47

- Welcome drink between 3 - 3:30pm.
- Spectate and listen to similar issues and solutions by other business owners.
- Chance to participate in the Hot Seat and present your unique business problem to our facilitators.
- Guaranteed turn in hot seat in current or subsequent events (free of charge).
- Weigh in on our live Twitter feed to receive prizes, audits, and consultations.
- Present the best question, and be awarded with a free one-on-one consultation, valued at \$1800.
- Drinks, discussion, and banter with business owners you can connect with.
- **Guaranteed solution to your problem within 24 hours, or a full refund**

Questions?  
Group bookings?  
Give us a call on 1300 766 665

### VIP Hot Seat Admit - \$97

(valued at over \$1900)

- Complimentary drink on arrival.
- Spectate and listen to similar issues and solutions by other business owners.
- Guaranteed time in Hot Seat to present your unique business problem to our facilitators.
- Reserved, VIP seating.
- Weigh in on our live Twitter feed to receive prizes, audits, and consultations.
- Present the best question, and be awarded with a free one-on-one consultation, valued at \$1800.
- Drinks, discussion, and banter with business owners you can connect with.
- **Guaranteed solution to your problem within 24 hours, or a full refund**
- **One-on-One Business Growth Strategy Session with leading business growth and digital marketing strategists.**
- **Digital Marketing Audit of your company, including social media strategy, SEO, and adwords.**

