



ECU Watermark GetLINKED! Series

Digital Entrepreneurship in Action: A transformational force influencing Australia's future economy.

Session 1: The rapid growth of digital technologies is driving the fourth industrial revolution and radically reshaping our business world. Leading digital and technology experts will be discussing the challenges around digital disruption and provide insights on how to be more successful as a digital entrepreneur.



Siobhan Lancaster is a qualified corporate lawyer and entrepreneur, passionate about making things work more efficiently. Instratruck was founded by Siobhan Lancaster and David Blomeley in June 2016 and was recently named Growth Category Winners of 2016 WA Innovator of the Year. Instratruck provides customers with an alternative way of sourcing trucks than the traditional courier and transport companies.



Justin Davies is Managing Director of Emergination is a strategic advisor, marketer and digital strategist. Experienced in commercialisation as CEO, mentor on Startup Weekends, Curtin Ignition, Vocus Upstart. Justin is a co-founder and director of Prezennt, which as a training delivery platform that is seeking to revolutionise the way face to face training is delivered.



Todd Sainsbury launched a web development business in 2008 called Brave NU Web, which led him on an interesting journey through the evolution of digital marketing and the changing world of small business and into the tech startup scene. In June 2015 Todd, along with co-founder Paul Trappitt, launched Smartbeat, a SaaS platform developed to help SMEs see real returns from marketing and promotional efforts.

Session 2: Also hear from the ECU Digital Entrepreneur Research Group on defining digital entrepreneurship, what's in and what's out, and review the top ten characteristics of digital entrepreneurship practice.

Presenters: Professor Fang Zhao, Associate Professor Llandis Barratt-Pugh, Dr Yuliani Suseno, Associate Professor Peter Standen and Dr Janice Redmond (School of Business & Law)

Date: Wednesday, 22 March 2017

Time: 5:30 - 7:30pm

Venue: Building 34 Room 545
ECU Joondalup Campus
270 Joondalup Drive

Cost: Standard: \$30 / ECU Students: \$20

RSVP: <http://bit.ly/2IsZQRL>