



## Do you want to:

- ✔ **Grow your turnover**
- ✔ **Increase your profits**
- ✔ **Build your client relationships**
- ✔ **Enhance your value in your client's eyes**
- ✔ **Help your team learn**

**Your clients are one of your most important assets and assisting them to fully understand and grow their business to new levels can have significant and very positive impacts on your firm's bottom line as well!**

You are able to positively influence your clients because you have been intimately involved in the development of their plans from the beginning.

What better way to strengthen your relationship with them than spend 3 days away from distractions and immersed in a conversation about how to launch (or re-launch) their businesses to new levels of profitability and success.

### **How WE can help YOUR firm**

With over three decades experience in business consulting and delivering positive results for thousands of businesses, **Global Business Camps** can deliver the winning formula to allow *your firm and your clients*, to thrive and become more profitable through our next exciting **3-day Camp**.

**With small to medium businesses under unprecedented pressure from national and global economic headwinds...**

**Show you're invested in your customer's success and talk to them about the benefits of coming to the camp.**

**Show you are your client's most trusted advisor by being at the camp with them and shepherding their business to new levels of success... together!**

**Every seat you fill you can save!**

**BENEFITS TO YOUR FIRM BY BRINGING YOUR CLIENTS TO THE CAMP**



- Spend 3 days strengthening the relationships you have with your clients and develop plans for their success together
- Receive all the marketing tools you need to encourage client participation
- Receive ongoing support from the Global Business Camps team
- Discover ways to build, expand and learn to market your business advisory division
- Provide more value to clients
- Offer new services to clients
- Lock in your clients and keep them from all of the consultants in competition with you
- Find more 'A-grade' clients
- Fully engage your team and reward them in the process
- Stand out from competitors
- Generate more work for the next year and beyond
- Increase your knowledge of other ways to assist your clients



*"Great 3-day event where clients get so engaged as does our team. It changes our relationship which leads to more work and more referrals. Going to the event helps us stand out from the crowded accounting space. Every firm should be taking clients and their team along."*

Peter Hassos  
(Aura Partners), NSW



**24-26 February 2025**  
**Crowne Plaza Hotel, Surfers Paradise**



*“Being able to take clients along to a business camp like that really adds value to our relationship with them. It opens their eyes as to what we as proactive accountants want them to achieve for their business. Clients are crying out for this type of help. Thanks for being so passionate about what you do delivering for 3 days. It makes all of our jobs easier.”*

Michelle Sytsma  
(Sytsma & Associates), QLD

**There’s no greater compliment than seeing the value and enjoyment our Camp brings to so many people...**

*“We went to last year’s camp. We followed it up with a staff retreat. Our profit from the end of the retreat to the end of the year beat the period leading up to the retreat. I can’t recommend these camps enough to any business owner.”*

Peter Johnson (Advisers Digest), NSW

*“The Global Business Camp has become an integral part of introducing our clients to strategic planning and implementation. It has allowed us to develop interesting new lines of work, enabled us to develop further skills and helped us retain and obtain further team members.”*

Jeremy Nicoletto (Burns Sieber), WA

*“Our firm first started attending the Business Camps in 2014. We love the structure and John’s enthusiasm and we’ve had several clients return for a second or third visit which is a testament to the relevance of the topics covered. One year we took our whole team up to gain special insights into the advisory world and pick up important tips on customer service, team dynamics and business cashflows. We thoroughly recommend the camps to anyone wanting to give their practice a boost and to put them one step up on their competitors in their client offerings.”*

Jackie Burley  
(TJL Business Advisors & Accountants), NSW

*“There is no greater value than taking clients out of the day to day of running their businesses and have them spend time focusing on why they do what they do! Our clients walk away from camp with a firm focus on what they need to do to achieve their goals and to re-design the business that works for them and help them achieve their financial & lifestyle goals.”*

Jordan Dinning  
(Bartons – Chartered Accountants and Wealth Advisors), SA

*“The camp just provided us with a low cost entry point for clients to get a taste of the value we can add. We did not need to hard sell to them after the camp, just to run through how we could help.”*

Randall Corless (Marsh Tincknell), QLD

# GLOBAL BUSINESS CAMP 2025

## Program snapshot

### DAY 0 | Sunday 23 February

- Guests arrive and book into the Crowne Plaza Hotel, Surfers Paradise

### DAY 1 | Monday 24 February

- Introduction, setting the scene
- Morning tea
- Secret #1
- Lunch
- Secret #2
- Afternoon tea
- Secret #2 continued
- Evening cocktail event

### DAY 2 | Tuesday 25 February

- Secret #3
- Morning tea
- Secret #3 continued
- Lunch
- Secret #3 continued
- Afternoon tea
- Secret #3 continued + Secret #4
- Dinner

### DAY 3 | Wednesday 26 February

- Secret #4 continued
- Morning tea
- Secret #4 continued
- Lunch
- Secret #5
- Afternoon tea
- Secret #6
- Wrap up, conclusion of camp

## Finding the right balance

Just like in business, and life in general, balance is essential. The GBC programs are a careful blend of doing, listening, thinking, challenging and learning.

There’s time set aside for your firm to workshop your client’s business challenges with them (and other like-minded business people).

AND you’ll walk away with the satisfaction of knowing your clients (and your own team) will have a heightened enthusiasm and a whole new approach to engaging and doing business.

## What’s on the menu?

Our camp programs centre around the innovative delivery of the 6 Secrets™ of Business and the decades of experience from our presenters to deliver you the tools to re-engineer your business for stronger growth, increased profitability and sustained success.



- **Beginning with the end in mind** – fast forward to the future. What do you want your business to look like in the next two, five, ten or twenty years?
- **Planning for success** – Dollars and Sense. The budgeting process and the mapping out of a strategic pathway to take you where YOU want to go.
- **Growing your business** – 5 Key Business Strategies™ proven to work, regardless of the industry you are in.
- **Managing your business** – the critical success factors and key business indicators important to business success.
- **Valuing your business** – why it’s important and how do you do it?
- **Freedom** – making yourself redundant

...and so much more to energise your clients about building their business.

### OUR MONEY BACK GUARANTEE!

As with everything we do, your investment is fully guaranteed and if at the end of our event you have received no value from attending, your investment will be refunded in full. JOHN TSOULOS

### YOUR FIRM CAN SAVE!

For every 5 clients you book your firm gets a FREE seat at the table.

### TAX DEDUCTIBILITY/PLANNING

Urge clients to book before June 30 this year to bring their deduction forward to this year by accruing the investment, travel, accommodation etc.

*“The most exciting new development for the profession this century... an event where all you need to do is to invite and attend with your SME clients.” Mark Holton (Smithink)*

**If they don't fail outright, most businesses fail to fully achieve their potential. That's because the person who owns the business doesn't truly know how to build a company that works without him or her, and that's the key!**

Michael Gerber, *International Business Coach, Entrepreneur, Author*



## Lead presenter

Having worked closely with businesses from different parts of the world, **John Tsoulos**, our lead presenter, has more than three decades experience in applying business development programs producing excellent results.

John has presented at conferences, business building and team building events across Australia, New Zealand the USA.

In 2001, John developed the *6 Secrets™* to any business, whilst creating the original business camp program. The event was first run in 2002 for 47 people in South Australia, eventually going National in 2006.

With 30+ National events now completed, the content of the program has evolved bringing in hosts of new strategies, ideas, and thought processes, but the fundamentals of the *6 Secrets™* remain.

John is a focused, dynamic and passionate presenter and a true believer that the content of the program will deliver significant uplift in any business, in any industry...

*"Every Accounting firm should take clients to the camp, it will completely re-engineer the way they do things and, in turn, give them a better business and lifestyle. You will cement your relationship as their key advisor and build your value in their eyes."*

## Key presentations

Additional to our specialised program, presentations throughout the 3-day camp will bring key insights and valuable perspectives on how to improve your clients' businesses and how you can continue to add value going forward.

Learn about:

### Artificial Intelligence (AI)

- What is AI and how does it relate to small to medium businesses
- How can small to medium businesses leverage off AI to grow their business
- Where can small to medium businesses learn about using it in their industry

### Cyber Security

- What are the keys to protecting your small to medium business from the growing instances of cyber threats
- How to understand which software is going to be suitable for your business

### The financial implications and consequences of making business decisions

- How to understand the returns that you should require from your specific business decisions and investments.

### Re-aligning your attitudes and behaviours to fit your business

- Ensuring management and staff all have the same Vision, Values and Goals so the business can thrive.

### Reading the room will supercharge your business sales and service

- Gain a critical advantage in your business and professional interactions by being able to read human behaviours and body language. Understanding non-verbal communication can unlock the intentions behind every business interaction.

### Doing business online

- Branding and communicating online with professional websites and paywall technology.

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*"I run a really busy business in Melbourne so it was hard to get the time to come to the camp, but it was fantastic and well worth it. I've got lots to do back at work, lots of things to incorporate and lots of ideas. I was already drawing up checklists at the camp, to go back to staff with and to implement. I couldn't wait to get back and encourage everyone else with how I felt."*

Raelene Patterson,  
*Construction Training International*

**When BOTH the Accounting firms AND their clients have come away, we know we've put a successful program together for everyone!**

*"We would definitely come back again next year. We always manage to pick up good quality referrals and build great relationships with sponsors and attendees. We now have clients all over the world thanks to Global Business Camps."*

Jason Lehman, *Argon Design*

*"I've been to three Global Business Camps and they have helped me grow my business. We could have gone out of business if it was not for our accountant taking us to the camps. Thanks to him, John and the whole GBC team for changing our lives."*

Michelle Garvey, *Refined Interiors*

*"John is the man that defies all our expectations. He is the greatest cheerleader we've ever met. He's exciting, engaging and challenging. John mixes his business savvy with unbridled enthusiasm and a commitment to seeing us realise our business dreams."*

Tricia, *Train to Succeed*

*"I've got a number of upmarket cafe car washes around Brisbane. The one thing I've learnt from this camp is that we don't plan! We do not plan anywhere near enough."*

*We plan to go on holidays, and how to build a house, but we don't really plan where we want our business to be in 5 or 10 years time so that we've got a set goal to get to.*

*That's the main thing I've taken away from the camp – once you have that plan, you have the ability to move to customer satisfaction."*

Ian Healy, *former Australian cricketer and business owner*



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## The venue

Our 2025 Global Business Camp is being held at the Crowne Plaza Hotel, Surfers Paradise in the heart of the spectacular Queensland Gold Coast.

Great facilities and a revolving restaurant giving 360° panoramic views of the entire Gold Coast, our venue will provide a very comfortable base.

With a cocktail evening on the first night and a dinner on the second, you and your clients will be well catered for.

### Crowne Plaza Hotel Surfers Paradise

2807 Gold Coast Hwy  
Surfers Paradise  
Ph (07) 5592 9900  
[www.crowneplazasurfersparadise.com.au](http://www.crowneplazasurfersparadise.com.au)

## Choosing how you book and bring your clients and team

### OPTION 1

To streamline the whole process for you, **OUR GBC team** can manage everything, including the process of liaising with your clients for **Registrations, Bookings, Payments and Information** leading into the camp

### OPTION 2

If you have the capacity and systems in place, **YOUR Accounting Firm's team** can manage the process of liaising with your clients for **Registrations, Bookings, Payments.**

We will provide YOU with the necessary **Information** flow so you can pass it onto your clients leading into the camp.

### OPTION 3

**YOUR team can introduce your clients** to the camp Registration process and **then OUR GBC team can take over the Bookings, Payments and Information** flow leading into the camp, regularly keeping you in the loop about what your clients are planning.

Simply let John Tsoulos know which Option you are most comfortable with and we will ensure the process is seamless.

You can contact John or Kathy on 08 8423 6177 or [kathy@globalbusinesscamps.com.au](mailto:kathy@globalbusinesscamps.com.au) for clarification on any aspect of this brochure or the camp Registration, Booking and Payment process.

Please let us know if you want **YOUR BRAND** on the material you distribute to your clients.

It's important to note that the close relationships our GBC team have with the firms participating in previous camps ensures that if we are liaising with your clients, we do so with professionalism and care and that your firm is always at the forefront of every interaction we have with each of your clients.

For further information or to introduce your clients to Global Business Camps, simply click the link below

**[WWW.GLOBALBUSINESSCAMPS.COM.AU](http://WWW.GLOBALBUSINESSCAMPS.COM.AU)**



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