



**GLOBAL  
BUSINESS  
CAMPS**

**CROWNE PLAZA  
SURFERS PARADISE  
24-26 FEBRUARY  
2025**

**WHETHER YOU  
HAVE BEEN TO ONE  
OF OUR CAMPS OR  
NOT, THIS 3-DAY  
PROGRAM IS  
GUARANTEED TO  
MAKE A DIFFERENCE  
TO YOUR BUSINESS!**



**FIVE STAR EVENT**

**BOOK NOW FOR  
EARLY BIRD RATES**

**TAX REFUNDABLE BEFORE JUNE 30**

**LAUNCH YOUR BUSINESS TO  
A NEW LEVEL OF SUCCESS**

**MAKE 2025 A LAUNCHING PAD  
AND GIVE YOUR BUSINESS THE EDGE**

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

# LAUNCH YOUR BUSINESS TO A NEW LEVEL OF SUCCESS

## Knowledge is power...

and with three decades experience educating businesses on how to manage and grow, John Tsoulos is launching another Global Business Camp on the Gold Coast in 2025.

To fully meet your potential as a business, you need to fully understand your customers' needs and wants. If you can successfully tap into that knowledge your business can reach unparalleled growth.

Let's face it, if every one of your customers is actively advocating for your business because you satisfy and even exceed their needs, the increase in visibility, sales and associated growth might just surprise you. By getting away from the day-to-day grind of working **IN** your business, John can teach you the necessary skills to work **ON** your business more effectively and help you build stronger, more loyal and longer lasting customers.

✔ **Are you open to new ideas and concepts?**

✔ **Do you aspire to be a proactive business?**

✔ **Do you want to find new customers and keep your old ones?**

If you answered **YES** to any or all of the questions above, then our **2025 Global Business Camp on 24-26 February at the Crowne Plaza Hotel, Surfers Paradise** will ensure you have the framework and skills to build a better and more successful business.

Whether you've been to one of our camps before, exposure to our tried and tested program based around the **6 Secrets™** to any business will either open your eyes to or reinforce the concepts that have helped thousands of businesses become more profitable, efficient and enjoyable.

**The first step to success is being open to new ideas, knowledge and skills. Investing your time in a Global Business Camp will unlock all that and more for your business!**

## Unlock the secrets of business success

Global Business Camps is a 3-day business program jammed with information crucial for small to medium enterprises to grow and become more profitable.



🔑 **Multiply your business' service levels and increase profits**

🔑 **Drill into the 5 Key Business Building Strategies™ and see how even small changes can have profound benefits on your own business**

🔑 **Perform the 5 Steps to Successful Succession.™ If you've got succession plans then this will ensure you obtain the best price you can for your business**

🔑 **Discover how effective planning can help you manage the things you can control in your business**

🔑 **Implement the strategy of 'Beginning with the end in mind' and understand how it can dramatically alter your business moving forward**

🔑 **Learn and understand the 6 Secrets™ to Business Success.**

**Some sobering facts about businesses that our Global Business Camp provide solutions to help you overcome:**

- 88% of business failure is due to things we can control
- Over 50% of Small to Medium Enterprises (SMEs) have no strategic business plan and 50% will change generation in the next decade
- It costs 6 times more to get a new customer to deal with you than what it takes to get an existing customer to buy more from you
- A 15% increase in customer loyalty can increase profitability by up to 80%
- 80%-90% of the success of any business ad, letter or communication comes from the heading
- The cost of employee turnover is up to 150% of the remuneration.



**24-26 February 2025**

**Crowne Plaza Hotel, Surfers Paradise**



Global Business Camp is an excellent, comprehensive 3-day course covering the foundations of business practices, marketing, advertising and building a functional team. I'd recommend the course for any future leaders in your business, or any business owners looking to take things to the next level."

Alan Kinder, BMT Tax Depreciation

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

"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. The camp was way worth coming and I'll be back again."

Raelene Patterson, Construction Training International

"I run a plastic welding business that services the mining industry. To come along to the business camp I had my arm fairly hardly twisted by my accountant but he got me there and I couldn't have been more wrapped! I've learnt a great deal about managing my business and managing my people. I had some fantastic inspiring talks with some other delegates and celebrities and would recommend the camp to anyone."

Matt Ryan, Polyfit Fabrications

"Prior to attending the business camp we were just working in our business, hoping people would "just come" to our restaurant. The camp helped us to realise that we could control how many people would come and when! This was a complete mindset change for us, and we haven't stopped since.

Within a month of returning we had comment cards on our tables and started our database and our birthday club. Just 12 months later we have over a thousand guest on our database, and mail about 165 birthday cards each month inviting guests to come back.

We give encouragement awards to local sporting clubs, "thank you" offers for guests who refer a friend to us, and we now regularly make time to sit down together to brainstorm new offers and events to keep people interested in coming back to Soltan Pepper.

Thank you for changing our thoughts from "just get the work done" to "let's build a sell-able business"

Mel Soltan, Soltan Pepper Restaurant (Winner of 'Excellence in Food & Beverage', Business Excellence Awards)

# 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 you to workshop your business challenges with other like-minded business people.

AND you'll walk away with the satisfaction of knowing you will have a heightened enthusiasm and a whole new approach to engaging and doing business with your customers.

## 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 you about building your 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

**The cost of this camp is FULLY TAX DEDUCTIBLE, this financial year, if you BOOK EARLY BEFORE JUNE 30. This could be the BEST INVESTMENT you have ever made!**

**DON'T MISS this golden opportunity to learn how to be an even more profitable and successful business. And why not have some fun along the way!**



**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 along with the highly respected Global Business Camps 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 Small to Medium Enterprise (SME) should come to the camp, it will completely re-engineer the way they do things and, in turn, give them a better business and lifestyle. They will learn how to build stronger and more resilient businesses and create better value."*

## 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 business 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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*"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

**When business people attending our Global Business Camp have come away positively and enthusiastically, 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



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



## 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 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)

## THERE ARE 2 SIMPLE STEPS TO SUCCESS

### STEP 1



Ask yourself...  
*Do you want to be more profitable, grow your business and be more successful?*

### STEP 2



If the answer is **YES...**  
Simply click the button below and **REGISTER** for the 2025 Camp now, OR **speak to us** and we can guide you through the process.

## HUGE SAVING

**REGISTER BEFORE JUNE 30**  
this year for our **FULLY TAX DEDUCTIBLE** 'Super Early Bird' price of **\$2,200 pp** (inc GST) instead of the full \$3,300 price.

## GREAT VALUE!

**CLICK THE BUTTON TO**   
**SECURE YOUR SEAT DIRECT**

**REGISTER NOW**

**Invest in your business success with an EARLYBIRD booking**

Call Kathy on 08 8423 6177 or email [kathy@globalbusinesscamps.com.au](mailto:kathy@globalbusinesscamps.com.au)

**OR call Kathy and make an appointment for one of our FREE consultations if you are not quite sure if our Global Business Camp is a good fit for your business.**



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NEW LEVELS?**



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**CLICK TO  
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