



GLOBAL BUSINESS CAMPS

3 days to clarity.
A lifetime of impact.

CROWNE PLAZA
SURFERS PARADISE

1-3 MARCH

2027

CLICK HERE
TO REGISTER
NOW FOR THE
'SUPER EARLY BIRD'
DISCOUNT
AND SAVE
\$935

MUST USE code **VIP-1** on
registration form if you register
via the GBC website

REACH OUT TO US AT
graeme@globalbusinesscamps.com.au
to receive our newsletter with updates
and information about the 2027 Camp.

PROPEL YOUR BUSINESS BEYOND LIMITS

FUEL YOUR BUSINESS FOR THE FUTURE WITH GBC | TURN IDEAS INTO ACTION

PROPEL YOUR BUSINESS BEYOND LIMITS

Knowledge is power...

and with three decades experience educating businesses how to manage and grow, John Tsoulos is launching another Global Business Camp on the Gold Coast in 2027.

- ✔ **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 old ones?**

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.

If you answered **YES** to any or all of the questions above, then our **2027 Global Business Camp on 1–3 March in Queensland's famous 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.

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.

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.**



1–3 March 2027 | Crowne Plaza, Surfers Paradise

GLOBAL BUSINESS CAMP 2027

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.

You'll walk away with the satisfaction of knowing you 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 a Successful 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.**



This could be the BEST INVESTMENT you have ever made! Camp costs are FULLY TAX DEDUCTIBLE in the 2026/27 FY.

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



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)



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 – John Tsoulos

As the creator of the **6 Secrets™ to any business** and the driving force behind the Global Business Camp program, **John Tsoulos** brings more than three decades of experience in business growth, strategy and advisory excellence.



A Chartered Accountant (CA), CPA, Qualified Real Estate Agent and Certified Property Advisor, John blends deep technical expertise with genuine real-world entrepreneurial success – a combination that makes his teaching practical, relevant and transformational.

John has presented to thousands of business owners and professionals across Australia, New Zealand and the United States, delivering keynote sessions at major accounting, business and industry conferences. Since launching the first Camp in 2002 with just 47 participants, he has gone on to lead **35+ National Global Business Camps**, shaping the program into one of Australia's most influential business development experiences.

What sets John apart is his ability to turn complex business concepts into simple, actionable frameworks that create immediate clarity and long-term results. He understands what business owners face because he has lived it – growing

multiple successful businesses since 2002. His sessions are energetic, insightful and filled with practical tools you can apply the moment you return to your business.

John believes every SME can build a stronger, more valuable and more resilient business when they have the right structure, systems and guidance.

As John says:

“Every business owner and their key staff should come to the Camp. It will completely re-engineer how you do things and give you a better business and a better life.”

At the 2027 Camp, John will guide you through proven strategies for growth, leadership, value creation and long-term freedom – helping you accelerate progress and take control of your business future.

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.

Keynote speakers

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.

See our panel of keynote speakers for the 2027 Camp on the next page...

Michael Cotsios

Michael is a qualified accountant with over eight years experience in the accounting industry, specialising in taxation and business advisory.

He works closely with businesses to provide clear, practical guidance on compliance, financial management, and strategic decision making.

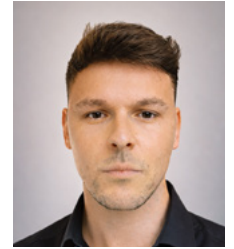
Michael is committed to helping clients understand their financial position and implement effective strategies that support sustainable growth and long term success.

Michael will be running the financial management session.

In this session, he will cover the importance of managing your business by understanding the numbers, getting the most from your financial statements, using trend and ratio analysis to make better business decisions, and managing cash flow so your business can survive and thrive.

The focus of the session is on helping you get the most out of your financial statements. They are not just documents to glance at occasionally. They are critical business tools that should be reviewed regularly.

Michael will also highlight how meeting with your advisers monthly or quarterly can dramatically improve your business's profit and value, and in turn, improve your life.



“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

IMPORTANT: our Camp costs are FULLY TAX DEDUCTIBLE in the 2026/27 financial year.

REGISTRATIONS TO ATTEND THE 2027 GLOBAL BUSINESS CAMP ARE OPEN NOW!



REGISTER at: www.globalbusinesscamps.com.au

2027 Keynote Speakers



Mark Carter

The Five Elements of Value: Holistic value and enhancing human capability in the digital age

Based in Melbourne and delivering internationally, Mark Carter brings almost 30 years of lived experience in learning, leadership and behaviour. An author and master storyteller, Mark combines cinematic keynote delivery with sharp strategic insight. His globally published book *Add Value* (Wiley) underpins the model he also shared as an inspiring TEDx speaker.

Mark is a frequent media contributor and the founder of a learning management system designed for small to medium businesses. He works closely with organisations across critical pillars including people, culture, leadership, value, sales, onboarding, strategy and performance.

With extensive international experience, Mark creates immersive learning experiences that spark insight, shift behaviour and deliver lasting impact.

At GBC 2027, Mark and Beza will co-present *ROCKET Sales Capability: Sales strategy and skills for today and tomorrow*.



Beza Mickan-White

ROCKET Sales Capability: Sales strategy and skills for today and tomorrow

Beza Mickan-White is a Melbourne-based entrepreneur, presenter and creative director with over a decade of experience across media, fashion and live events. She has interviewed national and international talent and collaborated with global brands including Adidas, ASICS and Foot Locker.

As co-founder of MC Presents, Beza delivers high-impact corporate workshops focused on communication, confidence and storytelling. Ethiopian-born and Australian-raised, she brings a strong global perspective to her work, blending creativity, strategy and authenticity to inspire connection and engagement.

Her recent work includes Creative Director for Original Ballers, Media Host for the 2022 Women's Basketball World Cup, Creative Director and Host of Australia's first NBA All-Star Weekend, and a 12-month staff training facilitator for L'Occitane en Provence.



David Jenyns

SYSTEMology: Create Time, Reduce Errors, and Scale Your Profits

David Jenyns is a serial entrepreneur, systems specialist and founder of SYSTEMology, a global business dedicated to helping owners scale and streamline their operations. With more than 20 years' experience across franchising, digital marketing and business strategy, David is widely recognised as a trusted authority in business systems.

After successfully systemising his own digital agency in 2016, David created SYSTEMology, a proven seven-step framework that helps businesses document, manage and optimise their processes. His mission is to empower owners to work on their business, not in it.

Through keynotes, workshops and his Business Processes Simplified podcast, David has helped thousands of business owners reduce complexity, improve performance and build scalable, profitable businesses.



Inbal Rodney

AI Without the Overwhelm: A Practical Guide for Busy Business Owners

Inbal is Australia's leading voice on AI adoption working across APAC.

She is the lead author of the CA ANZ Certificate in AI Fluency.

Before launching her practice, Inbal was Head of Technology and Innovation at Melbourne's BlueRock, where she led teams through automation, streamlining and building tech confidence inside a real firm, with real deadlines, real resistance and real results. That experience shapes her approach today: practical, grounded and built for busy businesses.

She regularly delivers keynotes, strategy sessions and workshops for CA ANZ, CPA Australasia, Law Australasia, ProVision Eye Care and business networks.

Her sessions are known for being hands-on, energetic and grounded in the real pressures of business life.

- Inbal is the Author of *AI Magic – 6 Steps to AI Mastery in Your Firm* (No. 1 Amazon bestseller).
- 2025 Fintech Leader of the Year.
- 2025 Most Influential Women in Technology Stevie Silver medallist.



Jeremy Khoh

Driving Change: Tools to lead yourself and your team as technological pace increases

Jeremy Khoh is the founder of Khoh Partners, a leadership and team development firm that helps businesses elevate performance during periods of change and pressure. His work focuses on practical, evidence-based tools that improve decision-making, communication and productivity.

Jeremy is a keynote speaker and workshop facilitator, and has lectured at UNSW Business School on organisational resources and the future of work. He is a Certified Practitioner in DISC Communication Styles and the Psychological Safety Index.

Recognised as a LinkedIn Top Voice in professional development, Jeremy has worked extensively with small and medium businesses across industries including consumer goods, construction, retail, marketing, medical, education and professional services, helping teams build capability, resilience and sustainable performance.



Lisa Kelliher

A framework for effective feedback and difficult conversations in the workplace

Lisa Kelliher is the Chief Executive Officer of Be Challenged, with a career grounded in learning and development, educational design, culture and team capability. She holds a master's degree in arts and education and has extensive experience across non-government independent schools, progressing into senior leadership roles focused on professional development for staff, students and parents.

Prior to becoming CEO, Lisa held roles including Head of People and Culture, Head of Business Support and in-house Educational Consultant. Her work with the New South Wales Education Standards Authority strengthened her expertise in designing compliant, high-impact development programs.

An accomplished speaker and facilitator, Lisa delivers workshops across multiple sectors and is passionate about soft skills, wellbeing and creating education experiences that resonate beyond the classroom.



REGISTER at: www.globalbusinesscamps.com.au



The venue

Our 2027 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

Invest in *your* business success with an EARLYBIRD booking

Call Graeme on 08 8423 6177 or email graeme@globalbusinesscamps.com.au

OR call 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.

~~NORMALLY \$3,300pp~~

INCREDIBLE SAVING!

REGISTRATIONS ARE OPEN NOW
for our FULLY TAX DEDUCTIBLE
'SUPER EARLY BIRD' price of \$2,365pp
(inc GST) ONLY UNTIL 30 June 2026

INCREDIBLE VALUE!

IMPORTANT: Use code **VIP-1** if you register
via the Global Business Camps website

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...**

REGISTER NOW by clicking the link below to take advantage of our *Super Early Bird discount*.

Email graeme@globalbusinesscamps.com.au
and REGISTER YOUR INTEREST so we can send you regular information and updates about the 2027 Camp.

[CLICK HERE TO REGISTER](#)



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