

What is Professional Way?

Professional Way is a **weekly e-newsletter** that advises professionals about professional development opportunities across some 45 professions.

It provides up-to-date information on **continuing professional development** (CPD) opportunities - making it easy to comply with industry CPD obligations.

Events can be seminars, workshops, networking sessions, **conferences** or lectures. It covers professions mainly in Canberra, but increasingly interstate as demand grows.

There are currently **1175 professionals** who subscribe to *Professional Way* and over **270 Event Organisers** who list events.

Subscribers

- Professional Way makes it **easy to stay informed** about professional development opportunities in your own field – as well as related industries.
- You can **select the exact categories** you wish to receive information about.
- The service is **free**.

Event Organisers

- Send direct to **professionals who seek information** on your industry.
- Increase **non-member attendance** – and income - at your event by reaching a far wider audience.
- Search for events on our website to **avoid clashes** with other similar events.
- Save money using a **highly targeted, low-cost service**.
- List any time! - Log onto our website and **list events 24/7**.

Advertisers

- Reach a **highly targeted market** made up of hundreds of professionals.
- Choose from **standard or premium** advertising.
- Create a **direct link to your website**.

Sample newsletter

Check out the sample newsletter at http://www.professionalway.com.au/sample_newsletter.php