

THE SPORT OF BUSINESS

Effective Marketing and Communication



PURPOSE

This workshop will assist participants in developing an effective marketing and promotional plan to increase participation, sponsorship and membership at your club.

BENEFITS

- Meet, greet, share and compare ideas with industry colleagues.
- Workshop the importance of developing and reviewing effective marketing plans for your business.
- Participants will have the opportunity to use a template to build a structured marketing plan and establish a set of promotional actions.
- Learn how to use Facebook, Surveys and other on-line mediums to communicate with members and customers.
- View a range of tools and resources to support your club including the online Marketing Tools and Sponsorship kit.
- Workshop attendees will receive a 1 hour complimentary follow-up consultation to review and discuss the their club's Marketing Strategy.

WHO SOULD ATTEND?

Executive team members, managers, sales and marketing teams

YOUR INVESTMENT

Time: 3hrs

*Executive Team Committee

*Seminar cost \$52.00 per peron

*Minimum 10 participants

CONTACT

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Content builds relationships - Relationships are built on trust - Trust drives revenue.