

TOURISM MARKETING BOOTCAMP

GET MARKETING FIT! 4 Feb 2010

Do you feel frustrated with your marketing?
Do you need help revving up your marketing?
Are you not sure you're marketing in the right places and to the right people?
Do you wish you could work closer with other tourism businesses?
You have lots of ideas, but don't get much done?

...THEN THIS EXCITING FULL DAY PROGRAMME (10 hours!!) IS FOR YOU!

SHORT - INTENSIVE - ACTION!

PS: not for the faint-hearted!

Come away from the bootcamp motivated and focused. **Spend less & achieve more** by being **more targeted & effective with your marketing** and grow your business. Learn from marketing professionals & network with industry colleagues! You will develop a **clear marketing action plan & set priorities** – ready to go for the next season & beyond...

Topics include:

- Marketing & sales analysis - what works/what doesn't
- How to use statistics and market research / tourism trends
- Positioning - how to stand out from your competition & improve customer satisfaction
- Product development & innovation – how to develop new products
- Marketing material & branding
- Cooperative marketing & packaging
- Domestic & international distribution
- Advertising – how to decide where to spend your advertising \$\$
- Monitoring your advertising spend
- Direct marketing
- Pricing & commissions
- How to increase direct bookings & free publicity (making the most of PR & Media)
- Prioritising & goal setting
- And much more...

Who should attend: People responsible for marketing a tourism business

Presenter: Marijke Dunselman (BBus, DipTeach) See: www.smartraining.co.nz for more info.

Testimonials: Previous Bootcamp attendees include: NZSki.com, The Hermitage, Body Sanctum, Mt Cook Ski Planes, Alpine Guides, Southern Discoveries, Destination Queenstown, Omarama Hot Tubs and many more! Click here for testimonials: <http://www.strategiesmarketing.co.nz/Training---Development/What-our-training-clients-say.asp>

Date: **Thursday 4 February 2010 from 8 am – 6 pm.** (10 hours! Hey, it is a bootcamp!) This is effectively 3 workshops in 1 – saving \$\$ and time! Give it a go – you won't be disappointed!

Location: SMARTraining's new training facility: Unit F, Shotover Ridge Business Park, Glenda Drive, Frankton Industrial Area, Queenstown.

Cost: \$ 499.00 for full day + gst (less than the cost of an advert!)

FREE BONUS: 1 hour of one on one follow up coaching (worth \$ 125.00)

BRING A FRIEND DEAL: Bring a friend (e.g. another business that you could put together a package with) and you get a discount of \$ 100.00 each!

Includes: Material, handouts, templates, morning & afternoon tea, lunch.

Method: Small group, interactive presentation – Appr. 2 hours of preparation

Limited places available – register now!
(registration form on next page)





REGISTRATION FORM

Please fill in this form and fax it to: 03 4418023.

Please email: info@strategiesmarketing.co.nz to inform us about your registration.

Course details

Title of course:	Tourism Marketing Bootcamp
Date course:	4 February 2010

Attendee's contact details:

Name of attendee:	
Name of business:	
Position in business:	
Postal address:	
Phone:	
Mobile:	
Fax:	
Email:	
Website address:	

By registering, you agree to the following conditions:

Payment condition: payment needs to be made before the start of the course.

An invoice will be sent to you.

Cancellation Policy: Once registered, the booking is considered confirmed. If you can't make it, you can transfer to the next workshop or bootcamp or substitute with someone from the same business.

SMART Training
c/o Strategies Marketing Consultancy
PO Box 30
Queenstown

For more info or any questions, phone us on: 03 441 8022
Fax: 03 441 8023
Email: info@strategiesmarketing.co.nz
Website: www.smartraining.co.nz