

TOURISM MARKETING BOOTCAMP

GET MARKETING FIT!

Monday 5 December 2011 in Invercargill

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 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** – 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 \$\$
- Websites – what's important?
- Social Media
- Pricing & commissions
- 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, MEntr.) See: www.smartraining.co.nz
Testimonials from other bootcamps:	www.strategiesmarketing.co.nz/Training---Development/What-our-training-clients-say.asp
Date & time:	Monday 5 December 2011 in Invercargill from 8.30 am – 5.30 pm
Location:	TBC
Cost:	\$ 599.00 for full day + gst (less than the cost of an advert!) 50% New Zealand Trade & Enterprise funding available –please contact us to see if your business qualifies!
BONUS:	Register for this Bootcamp and the E-Marketing Bootcamp on 6 December 2011 and receive 2 hours free follow up coaching worth \$ 260.00!
Includes:	Course folder, handouts, templates, morning & afternoon tea, lunch.
Method:	Small group, interactive workshop – Appr. 2 hours of preparation

Register now! Limited spaces available (Registration form on the next page)

www.smartraining.co.nz

 SMART TRAINING™





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:	Monday 5 December 2011

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.

Minimum numbers apply. Course may be rescheduled if minimum numbers aren't reached.

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@smartraining.co.nz
Website: www.smartraining.co.nz