



NEW in 2014:

MARKETING FOR SUCCESS PROGRAMME

A result-focused, energising 12-month marketing system to achieve your tourism business goals!



Achieve your goals!

Do you want 2014 to be the year you'll achieve what you set out to do?

- ✓ Grow your business & international market
- ✓ Stay up to date with the latest marketing trends and how to implement them easily in your business (incl. online/social media)
- ✓ Learn how to market your business more (cost) effectively
- ✓ Have more time for other things by planning in advance & get energised

We have developed a system that will help you achieve your goals and support you along the way.

Whether you want to grow your business, attract more international visitors, work smarter, learn about the latest marketing methods, spend less & achieve more, learn new marketing skills...this new and exciting programme has it all!

Be part of our best programme ever!

What is it?

The Marketing for Success Programme is new!

It's about working on your business, and deciding what you want to achieve. How to get from where you are to where you want to be. We'll give you the tools you need to achieve your goals.

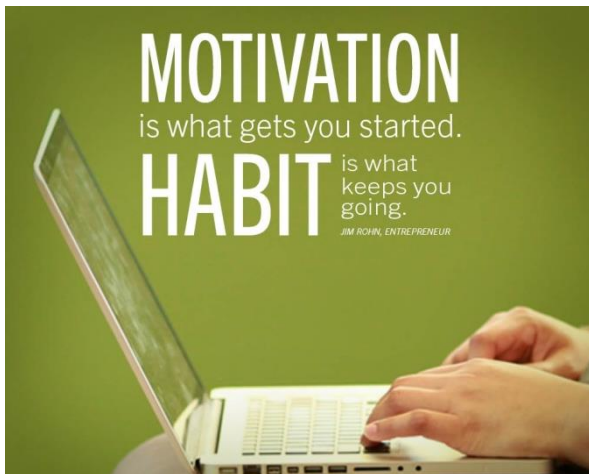
An intensive 1-day Strategic Marketing Planning Bootcamp will set you up for the year. Then it's just a matter of doing it! This is where most people fail, but we're here to provide the support and tools to achieve your (marketing) goals during the rest of the year.

Who is it for?

YOU!

This programme is designed for owners of tourism businesses (or their marketing staff) who are interested in growing their businesses, learn about all the latest developments in marketing and be part of a supportive network.





How does it work?

In January 2014, we start with the 2-hour **Foundation Workshop**. It sets the scene for the rest of the year and will get you motivated!

It will provide an overview of the programme and get you mentally prepared for the year to come, how to achieve your goals and how you will be supported along the way. You will also be given some preparation work for the intensive **Strategic Marketing Planning Bootcamp** in February (1 full day).

It is also a time to meet your fellow participants, with whom you will work closely. The group will be carefully selected for compatibility.

February: Strategic Marketing Planning Bootcamp (1 full day): this advanced marketing planning bootcamp will cover every aspect of tourism marketing resulting in a clear action plan for the year.

- ✓ Analyse your current situation
- ✓ Set specific marketing goals
- ✓ In-depth look at the latest marketing topics & trends (what works/what doesn't), from which you will develop a marketing action plan for the coming year: making the most of your website & social media to attract customers, international & domestic marketing, how to sell more by increasing the number of customers, get them to spend more and come back, direct marketing, statistics/trends, product development & innovation, marketing material & branding, co-operative marketing & packaging, pricing

& commissions, PR & media, marketing budgeting and more!

The monthly 2-hour **Marketing Mastermind Workshop** that will cover:

- ✓ Monthly goal review
- ✓ Mastermind problem solving session
- ✓ In-depth marketing topic of the month
- ✓ Expert guest speakers
- ✓ The final workshop will be a celebration of achieved goals and setting goals for the next year.

There will also be a secure website with a participant forum where you will be able to discuss topics with other operators.

What is the group size?

Between 6 and 10 participants per group. This enables interaction and networking between participants. The group will be carefully selected for compatibility.



Our training facility in Queenstown

What will I get out of it?

You will learn all about tourism marketing from highly experienced tourism marketing professionals.

You will learn a system that will help you not only set your (business) goals, but also achieve them. A skill you can apply in all areas of your life. Network with like-minded people and get support along the way.

Get re-energised in your business – work on your business, rather than just in it
Spend less on marketing and achieve a lot more.
Feel in control of your future!

About the Presenters



Marijke Dunselman, owner of Strategies Marketing Consultancy Ltd and Smartraining™ is a professional Marketing Consultant and Trainer with over 20 years' experience in Tourism Marketing and Professional Development.

She has developed a range of marketing programmes and presented them over the last 13 years to hundreds of NZ businesses.

To view her background, go to:

<http://www.marketingwhizz.com/about-us.html>

To read previous training testimonials, visit:

<http://www.marketingwhizz.com/smartraining-testimonials.html>

Expert guest speakers will be announced at the start of the programme.

What is my investment?

Up to 50% funding is available through the New Zealand Trade & Enterprise Business Capability Voucher Scheme. To see if you qualify, go to: <http://www.marketingwhizz.com/nzte-capability-development-voucher-scheme.html>

Cost for the 12-month programme: \$ 2,450.00 + gst (includes \$ 650 for full day Strategic Marketing Planning Bootcamp and 12 x \$ 150 for 2-hour Marketing Mastermind sessions).

Payment: in 4 quarterly instalments or 1 full instalment

Includes: Special Programme Folder, hand-outs, morning tea / lunch / afternoon tea (where applicable).

How do I register?

Fill in the registration form on the last page and return **before 20th December 2013** to: info@smartraining.co.nz or fax: 03 441 8023.

Note: there are limited spaces, so book quickly to avoid disappointment!

Where will it be held?

We will be running this programme (starting in January 2014) in 3 locations: Queenstown, Te Anau & Invercargill.

Terms & conditions

Once registered, the booking is considered confirmed.

Payment of first instalment is due before start of programme. The other payments are due upon receipt of invoice.

Substitution of participant (of same business): Allowed any time before start of the workshop.

If participant cannot attend a workshop due to unforeseen circumstances, they can attend a workshop of another group.

Please note that a course will run providing minimum numbers have been met. In the event that numbers are not met you will be offered the following options:

Transfer your booking to the next available course at Smartourism™ training programmes or a full refund.





REGISTRATION FORM

Please fill in this form and fax it to: 03 441 8023.

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

Programme details:

Title of course:	Marketing For Success Programme
Date course:	2014

Participant's contact details:

Name of participants:	
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 or quarterly

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.

Payment preference:

- 1 payment at start of programme
- Quarterly payments

SMARTtraining
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

Signature: