

Marketing Matters: *Meaningful messages*

Tues 4th Apr 2017 9:30am -12:30pm

Venue: The Illawarra Forum
106b Industrial Rd, Oak Flats NSW

MEMBER \$100 NON MEMBER \$150

[BOOK HERE](#)

trybooking.com/LOQB

Overview

An introduction to marketing concepts for non-marketers. Marketing and promotion is becoming more important in human services as we enter a period of increased competition and customer choice.

This workshop will focus on building an understanding of branding and how to use a communication strategy to deliver consistent messaging to different audiences.

At the end of the training you will:

- Understanding branding and the importance of brand reinforcement.
- Develop a communications strategy to target different audiences.
- Use personnel to promote your brand.
- Map your brand to your strategic plan.
- Know how to develop an 'elevator pitch'.

*Please refer to the Illawarra Forum's Training Terms and Conditions overleaf. If you are not paying by credit card please use the promotional code INVOICEME at the trybooking checkout and an invoice will be emailed to you for payment.

Training Terms, Conditions and Additional Information

REGISTRATION: Registration is essential to secure your place. Registration and payment is only available through our on-line booking system. A confirmation email will be sent to you once registered. Please retain a copy of this email as receipt of confirmation.

FEES: All course fees are advertised in the course marketing material and on the Illawarra Forum website. Unless otherwise stated fees cover the training, all course material, catering and are exclusive of GST. Prices of individual courses and workshops may vary. Members of the Illawarra Forum receive a discounted price on training.

CAN'T MAKE IT? If you are unable to attend your course you may nominate a substitute to the Illawarra Forum in writing. If you would like a refund please see the conditions below.

REFUNDS: If the registered participant is unable to attend a minimum of 3 days' notice is required to receive a full refund. If the registered participant provides less than 3 days' notice a refund of 50% of course cost will be refunded. If no notice is provided the full fee will be charged. If the course is cancelled, a refund will be paid in full.

VENUE INFORMATION: Illawarra Forum is located at 106b Industrial Road, Oak Flats. Free on and off street parking is available. Walking distance from Oak Flats train station. Ramp at entry with bathroom located upstairs.

Illawarra Forum also delivers training at other venues as listed in the calendar, and details of which will be printed on your confirmation of booking.

CATERING: Please advise us at time of booking of any specific dietary requirements.

TRAINING REQUIREMENTS: Please advise us at time of booking if you have any specific training needs e.g. for visual, hearing or mobility impairments.