

## Training Subjects

The following are just some examples of the workshops we offer. Get in touch if you'd like to know about some of our secret topics or have something you'd like to learn - [susan@tourismnetwork.org](mailto:susan@tourismnetwork.org)

Massively successful marketing on a shoestring budget

Spring clean your website

Beating your competitors

Copywriting counts - and costs nothing!

Sales success

PR & Advertising - save money and double the impact

Direct mail - how to get radically better response rates

Massively successful marketing on a shoestring budget

This half or full day workshop outlines how to avoid spending any money or doing too much work! A favourite with everyone who attends it, you'll learn how to tell your target markets what they want to hear, what makes promotional activities successful and learn some practical tips to make PR, direct mail and other low cost marketing methods more effective.

Spring clean your website

You've got a website but it's still not bringing you as much business as it could. This non-technical workshop will help you to review and enhance your website and improve your search engine rankings. We also consider what makes the Internet different from other promotional methods and how you can use these advantages, and look at how to write for the web. The workshop will also give you a quick geek-free guide to new developments you need to be aware of. Don't get left behind!

Beating your competitors

No matter how good your product or service, you'll always have competitors. What can you do to beat them, to be the best and get more business? Attend this half day workshop where we'll reveal how to develop truly competitor-beating Unique Selling Points, show you how to target productive new markets and take advantage of the latest world trends. If you're looking for a bandwagon to jump on, you'll find it here. But if you don't do this workshop, your competitors probably will!

Copywriting counts &ndash; and costs nothing!

If you only have a limited marketing budget, this workshop is for you. Improving your copywriting skills is the easiest and by far the cheapest way to improve the results you get from direct mail, advertising, PR, your website and brochures. It's a skill you can learn easily and which will stay with you for ever. Come along and learn a few simple rules and tricks to make your promotional activities more powerful and persuasive, without spending a penny more.

Sales success

This is the ideal workshop for anyone who is secretly a little nervous of selling or who thinks that they should know more about how to do it. We'll build your confidence and increase your chances of success by revealing a few key secrets about how consumers think and what makes them buy. We'll tell you how to get sales appointments, make sure you

have a top-selling presentation and can recognise buying signals and close that sale.

#### PR & Advertising - save money and double the impact

PR is a great promotional method because it costs so little but it's often done badly. Advertising can be very expensive and still not reap the rewards you want. This workshop shows how to double the impact of both methods and save money. We'll look at how to negotiate the best advertising deals and create ads that are seen and believed. You'll learn some easy copywriting tricks and ways to make your advertising much more effective. You'll get a chance to create some new PR angles for your business as we look at exactly how PR works and what influences its success.

#### Direct mail - how to get radically better response rates

Whether you use email or snail mail, direct mail is still a very effective marketing medium. And yet it's often done so badly that response rates are paltry and the bin overflows with junk. It's not difficult to improve your response rates - there are four important and straight-forward rules to remember. Once we've taught you these and passed on some tried and tested tips and tricks, you'll be ready to sit down and knock out direct mail letters and messages in a fraction of the time it used to take, with results that are twice as good.