

Marketing consultancy and project management

Not everyone has all the expertise they need in-house. The Tourism Network can manage projects, write tourism and marketing strategies or undertake promotional activities on your behalf. It's often cheaper (you cut out the trial and error), faster and more effective to buy in some help in this way.

You can see some examples of previous projects we've worked on and the sort of clients we've worked for. We're happy to work on an ad hoc or retained basis. Our shortest project was completed in just 1 day and our longest retainer was for 8 years!

Most clients have limited budgets so in addition to our usual services, we've introduced a range of fixed-price services which can be used to develop new ideas or business angles, increase revenue and improve profits, train staff, target new markets or existing ones more effectively, raise your profile, take advantage of key trends, and make your job easier. Click for details of Help-in-a-hurry, Do-it-in-a-day, Borrow a brain and Nurture and nag

Help-in-a-hurry - sometimes a sounding board is all you need. Perhaps you just want to get a few pointers or work out whether it's worth pursuing an idea you've had. You can buy an hour's consultancy by phone or email for just £55 + VAT. Email susan@tourismnetwork.org; and we'll arrange when to call or for you to email and get a response - usually within 48 hours.

Do-it-in-a-day - most new business ideas or marketing action plans take several months to develop but are they necessarily better that way? Not always. We're pioneering the idea of a very intensive one day consultancy which can help you either improve your business, review your destination marketing or dream up new ideas.

We usually send a list of questions and angles for you to prepare and then come to you and work through a development plan so that after an intensive day together you know exactly what to do next and are ready to start implementing your future plans. If you'd like to "do it in a day", you can save months of agonising and thousands of pounds of consultancy fees. Our fee for doing it in a day is just £475 + VAT including the preparation work. Email susan@tourismnetwork.org with a few brief details of what you'd like to cover and we'll contact you to arrange a day.

Borrow a brain - imagine having an extra member of staff to whom you can turn for advice and helpful suggestions, to sometimes play devil's advocate and complete projects on your behalf, helping you plough through that pile of things in the "too difficult to do now, delay until later" intray. That's exactly what we can offer - for around £400 + VAT per day for anything from 3 days to 300. Email susan@tourismnetwork.org or phone 01765 688178 to find out how this might work for you.

Nurture and nag - have you noticed how there are some jobs you always put off until later and yet which are essential to your destination or business? Sometimes the reason you don't get round to them is because it's hard to see where to start and what needs doing. And you don't have a deadline. That's where our "nurture and nag" service comes in. We can talk to you about what you need to do, how to go about it and set a deadline for each stage with you, calling you at agreed intervals to check progress and help you work out what you need to do next. An ideal service for new starters in difficult jobs or if you want to delegate something to someone who's ready for a new challenge but hasn't yet had a great deal of experience. Email susan@tourismnetwork.org to work out what to do next.

This is what one of our clients recently said after an away day we ran for them, followed by some bullet point recommendations: "I think the day went well and was actually just what we needed in terms of getting everyone together to discuss the issues we face and the way forward. Most of the actions we discussed seemed a lot simpler than I had anticipated and we were perhaps just making more of things than necessary. I definitely feel more confident in taking the partnership forward now. Thank you."

The day cost them much, much less than a full consultancy report but now the Destination Partnership we ran it for is

able to get on with some practical action. If you'd like to do the same, call Susan Briggs on 01765 688178.