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Marketing Workshop for Adaminaby Businesses: Saturday 25 September 2021

You are invited to attend a **Marketing Workshop** to be hosted by the Snowy Scheme Museum on **Saturday 25 September 2021** from **9.00am – 5.00pm**. The venue will be the CWA Hall, Denison Street, Adaminaby.

The Marketing Workshop will be delivered by *Creative Plus Business*, a Sydney based consultancy. The Creative Plus Business programs focus on goal setting, business and strategic planning, financial literacy, understanding markets – and having fun.

Creative Plus Business has been invited to deliver a professional development workshop for businesses owners within the Adaminaby area, designed to further their business and marketing skills as part of their overall professional development. The workshop will also promote networking opportunities and cross-sector engagement within the region.

Marketing is more than just selling and advertising: it is about doing what you need to attract, capture and, over time, retain your customers. There is a simple secret to making marketing more palatable – and understanding the strategy behind the sales will make a huge impact on your business. This down-to-earth and enjoyable workshop explores the mystery behind the marketing magic.

The workshop will also cover:

- the key elements of a successful marketing campaign;
- how to understand clients, customer and competitors;
- the deeper meaning of word-of-mouth marketing;
- the importance of social media;
- how to make a website with impact ... and much more!

The workshop will be facilitated by Monica Davidson, Director of *Creative Plus Business*. Monica runs workshops and masterclasses, delivers keynotes and webinars, and regularly provides her expertise to panel discussions and the media. She is a guest lecturer on creative entrepreneurialism at tertiary institutions including AFTRS and NIDA. The Creative Plus Business Group has created business training, professional development and mentoring programs for councils, government agencies, business support organisations and industry peak bodies. The Creative Plus Business programs focus on goal setting, business and strategic planning, financial literacy, understanding markets – and having fun.

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All participants will be provided with:

- a PDF workbook that contains activities and additional resources to support the learning experience in the workshop
- A permanent Dropbox folder for all participants which can be accessed at any time, and contains additional resources to help sustain learning after conclusion of the workshop;
- A follow-up email containing links to resources, as well as guidance and direction about where to go for further help and support through our programs and partnerships;
- Links to our Crowdcast webinar channel, with regular free educational webinars to supplement our workshops series, that can be attended live or watched later.

Attendance at the proposed workshop will be free of charge and will include morning/afternoon tea and a light lunch.

You are welcome to forward this invitation to anyone you know involved with a local business.

For further information and to accept this invitation, please respond to **Claire Middleton**:

email: info@snowyschememuseum.com.au or mobile: 0416258184.

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