



Tourism Development Workshops

The NSW Department of State and Regional Development, in conjunction with Tourism Wollongong, Tourism Shellharbour, Tourism Kiama, Tourism Shoalhaven, Tourism Southern Highlands and Eurobodalla Coast Tourism, invite you to attend the latest FREE Tourism Development Workshops, presented by **Todd Wright of Threesides Pty Ltd.**

| Location | Address | Date | Start | Finish | Topic |
|-------------------|---|--------------------------------------|--------------------|--------|---|
| Moruya | Moruya Golf Club, Evans St, Moruya | Monday 18th May | 8.45 am for 9.00am | 4.30pm | Practical Marketing for Small Business & Packaging Tourism Products |
| Nowra | Shoalhaven City Council, Reception Room, Bridge Rd, Nowra | Tuesday 19th May | 8.45am for 9.00am | 4.30pm | Practical Marketing for Small Business & Packaging Tourism Products |
| Wollongong | Premiers Room Function Centre, WIN Sports & Entertainment Centre, Cnr Crown & Harbour Sts, Wollongong | Wednesday 20th May | 8.45am for 9.00am | 4.30pm | Intro to Online Marketing & Using the "New Net" in Your Business |
| Mittagong | Mittagong RSL Club, Old Hume Hwy, Mittagong | Thursday 21st May | 8.45am for 9.00am | 4.30pm | Practical Marketing for Small Business & Packaging Tourism Products |

Workshop Topic; Practical Marketing for Small Business

The aim of this workshop is to provide you with some practical, simple and cost effective ways to plan, design and implement marketing activities that get results. The workshop will explore how you can turn a good business idea into a great marketing idea and will demystify the concept of marketing for small business owners. You will be engaged in activities that will help develop an understanding of the marketing process from the planning stages through to seeing results, while learning about the tools that are most suitable for your small business.

Workshop Topic; Packaging Tourism Products

The aim of this workshop is to debunk the myths that packaging is a scientific process that only big business and hotel chains can leverage. The workshop will educate participants on the tourism product packaging process, provide research and insight into the value of developing packaging and give participants take home tools to aid them in packaging their own tourism products.

Workshop Topic; Introduction to Online Tourism Marketing and E-Tourism

The aim of this workshop is to introduce participants to online marketing for small business and help them understand the tangled web that is the internet. The presentation will introduce and educate participants on the online marketing process, provide research and insight into the value of getting online and how to get and stay in touch with consumers.

Workshop Topic; Using the 'new net' in your business - taking the next steps online in your business

Everyone is talking about the new internet – social networking, peer-to-peer, blogging, RSS, podcasts, review websites and the list goes on. How has the net changed the ways that consumers find your business and what can you do to make sure you get found. This session provides applied and practical ways to use the internet and online marketing tools in your business.

Cost: The workshops are **free** to attend. Please book early to secure a place, places limited.

Register Now: Registrations close **Tuesday 12 May 2009**. Please phone Kimella on **(02) 4421 1000**, Email to kimella.batkin@business.nsw.gov.au or fax the attached registration form to **(02) 4423 7957**.





Department of State and Regional Development



Tourism New South Wales



Tourism Development Workshop Registration

To attend **Tourism Development Workshop**, fax this form to **(02) 4423 7957** or email kimella.batkin@business.nsw.gov.au

Please tick which session you wish to attend:

- Moruya**
 Nowra
 Wollongong
 Mittagong

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|----------------|--|
| Company | |
| Name | |
| Name | |
| Name | |
| Address | |
| Phone | |
| Fax | |
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