

A Learn Local opportunity for busy professionals

Marketing – Food for thought

Anticipate what your customers want next – and make it profitable

Practically focused sessions for food and drink businesses, from producers to retailers

**LEARN
LOCAL**

Marketing is changing and impacting on the way we do business. Adapting to this change is essential for business survival. This workshop will help delegates understand the essentials of marketing and communication, the tools, practices and principles and how to plan for the future. There will also be plenty of real life case studies and plenty of opportunity to get one-to-one advice.

What you will learn

- How to develop and implement a successful marketing plan for the future and how to maximise your marketing budget. This will include a practical planning session.
- How the marketing landscape is changing and what the implications are for businesses.
- How to identify your most important competitors and understand what makes them successful.
- How to understand what makes your business different and appealing to your key customers.
- How to build long term, valuable relationships with customers.
- Which communications channels are consumers using and why and how it may affect your business.
- Understanding Social Media etiquette – how to act.
- The effect of social media on businesses. Planning and running a social media campaign.

Who should attend

Owners and managers of small and medium sized food and drink businesses. If you are producing, processing, or retailing and want to develop more profitable products and explore ways of growing your customer base, then this is for you.

This programme is run by The Chartered Institute of Marketing and supported by South West Food & Drink.

Affordable training near you

We pride ourselves on identifying and delivering training that meets your continuing professional development needs. We do this by providing a range of training opportunities that are both affordable and convenient through local venues and at suitable times for all practicing marketers.

Event details

9 June 2011

Monkton Park
Chippenham, Wiltshire, SN15 1ER
www.cim.co.uk/41317

16 June 2011

The Exchange
Sturminster Newton
1 Old Market Hill, DT10 1QU
www.cim.co.uk/41319

23 June 2011

Tavistock Business Centre,
Pitts Cleave, Tavistock, PL19 0NU
www.cim.co.uk/41321

Time

09.30-16.00

Price

£50 inclusive of VAT

6 CPD hours



Chartered CPD Programme

To book

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To book online visit the links above