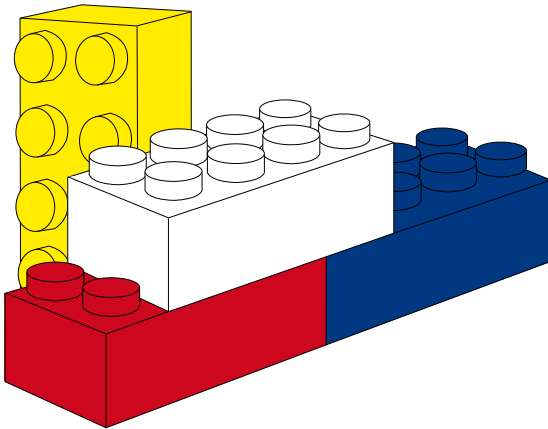


Advanced marketing course for events, festivals and shows

Your opportunity to build on existing experience and
make your ambitions more defined and achievable.



One minute of your time now could prove to be the most worthwhile time you spend on marketing your event this year.

Got 10 seconds to spare?

Read these three simple questions—

1. Does your event need a marketing strategy?
2. Would you benefit by improving your knowledge of marketing for events, festivals and shows?
3. Have you ambitions to make your show bigger and better?

If you answer YES to any of these questions it's worth reading on for the next 50 seconds

By attending the specialist Advanced Marketing Course for Events, Festivals and Shows, your existing experience can be upgraded, your skills honed and your ambitions more defined and achievable.

When you finish the programme you will have drafted your own bespoke marketing strategy and action plan for your future events. You will have gained valuable knowledge about how best to market events, festivals and shows.

And you'll have been guided through the process by an experienced marketer, Andrew Palmer of PalmerSquared, a marketing consultant specialising in the cultural and tourism sector. Your training will consist of group sessions, one-to-one tutorials and eLearning—we'll give you guidance on using the eLearning tools (little more than being able to use the Internet). Ideally you'll have access to the Internet to complete these elements of the course.

Alternatively, if you can't access the Internet, you can complete the course by postal correspondence.

You'll already be actively managing and marketing your event, festival or show. As only six places are available, we want everyone to have a similar level of experience, so we'll hold some informal interviews to make our final selection.

Your commitment will start in October 2007 and end in January 2008. There will be two group sessions (all six participants will attend), led by Andrew Palmer, two one-to-one sessions with Andrew and open access with him throughout the course while you develop your 2008 strategy. This of course means you will be committing your own time to completing the assignments that build into your final strategy. You will receive guidance and support from the course tutor, but the quality of the final strategy will depend on the time and energy you put into the course.

Right... so far you've spent 55 seconds reading this.

Spend another five and you'll learn that the course is FREE to successful applicants.

So if you are interested in using marketing to drive your event forward, complete the attached expression-of-interest form by 28 September and this will have been the best minute you've ever invested in marketing your event!