



Maximise your PROFIT\$ with Branding

Learn how to create a solid brand that competes on quality, not on price. Make your TOURISM products highly memorable to stand out and convert more customers.

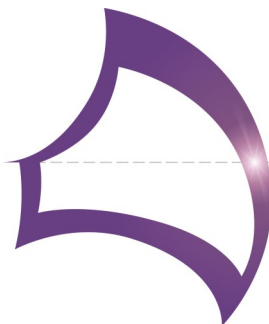
Supported by the Department of Industry, Innovation and Science, these workshops will help your tourism business to embrace practical strategies and actions to improve your marketing strategy and the alignment with regional opportunities.

The workshop will use real-life examples to demonstrate best practice and will cover:

- The connection between customer, destinations and brand strategy
- How to document and communicate your brand strategy
- How to apply your brand strategy to your brand promise through to your brand experience

Through the session you will start writing your own branding strategy and plan. After the workshop, Inspired by Marketing will assist Entrepreneurs' Programme-eligible clients to identify opportunities to improve their brand performance.

Workshops will run for approximately three (3) hours and are supported by Capricorn Enterprise.



CAPRICORN
ENTERPRISE
Region of Innovation

Presenter

David Inches from Inspired by Marketing brings over 18 years of tourism and marketing experience from all corners of Australia.

Based in North Queensland, David specialises in remote destination tourism and understands the unique requirements and challenges faced by small and medium businesses.

For more information visit David's [website](#).

When

Tuesday 6th. June 2017
4.00pm – 7.00pm

Where

The Garden Room
The Strand Hotel
Yeppoon QLD

RSVP by 5.00pm

Tuesday 30th. May 2017

Places are limited

REGISTER NOW

About the Northern Australia Tourism Initiative - Entrepreneurs' Programme for Tourism.

Tourism business that have been operating for more than 3 years in Northern Australia with turnover or operating expenditure over \$750,000 and are tax paying entities with an A.C.N. have access to a dedicated team of expert Entrepreneurs' Programme Business Advisers and Facilitators who understand the challenges tourism businesses in the north face and how to best overcome them. Contact your local Business Adviser Graham Bell for more information on 0418832220.

Refer to the link for more detail. <https://www.business.gov.au/Assistance/Entrepreneurs-Programme-Summary>