



Marketing Your Community

Getting YOUR town or village on the map

A one-day Destination Marketing Workshop

Action for Market Towns, Hidden Britain and Mendip District Council are working together to help towns and communities understand how they can improve the communication of their offer.

Although funding may be harder to come by in the next few years, the opportunities presented by improved visibility and the visitor economy are significant. This workshop will help you to think about ways to make the most of this potential and see some real life examples from communities that have done exactly that.

The day will be a dynamic and practical introduction to the principles of marketing a destination and will introduce delegates to new and traditional methods of getting the word out, from old-fashioned leaflets to new-fangled Twitter. Sessions will be led by rural tourism and marketing experts from Hidden Britain.

You will also get the opportunity to hear direct from a case study town who have undertaken work to establish what they have to offer to both residents and visitors, with the aim of better promoting the town.

Delegates will have a chance to participate in some hands-on workshop sessions and will finish the day with plenty of practical ideas to put into action, as well as information on where to go for more help and advice.

As well as lots of new ideas, knowledge and contacts, delegates will receive a pack with information on everything covered during the day as well as extra crib sheets on creating press releases and social media.



Programme for the Day

Tuesday 7th June 2011

Council Chambers, Mendip District Council, Cannards Grave Road, Shepton Mallet, Somerset, BA4 5BT

9.30 – 9:45 Registration, coffee and networking

9.45 – 10:00 Welcome and introductions - AMT and Mendip District Council

10:00 – 10.30 Defining and understanding your offer

- What do you have to offer?
- Why should visitors choose you?

10.30 – 11.10 Workshop sessions - Defining your product

11:10 Coffee Break

11:25 - 11:55 Establishing and researching your Offer

- Your ideas vs reality
- How do you fill those knowledge gaps?

11:55 - 12:20 Case-study - Edenbridge, Kent

12:20 - 12:50 Testing and Communicating your product

- Testing your product and defining your target market
- Building a brand and a plan

12:50 Lunch

13:30 – 14.30 Reaching your audience

An overview of the best ways to reach visitors, with lots of practical tips.

- Publications & print media – how to create a leaflet that stands out from the rack
- Web - the continuing importance of the web
- Social Media – why you shouldn't be afraid of facebook and flickr

14:30 Coffee Break

14:45 – 15.15 Reaching your audience (Continued)

- Word of mouth marketing – still the most important
- Experiential marketing

15:15 - 16:00 Workshop sessions - Reaching your audience

16.00 – 16:15 Final thoughts and next steps

