

# Marketing Plan Development Techniques

## About the Seminar

This workshop will take a large complicated subject and make it easy to follow and understand. Most importantly, it will provide participants with a working format which can be followed and will result in a valuable tool to guide their growth. The workshop involves active audience participation and examples are directly related to the tourism industry. Newcomers to marketing and seasoned pros alike, will take away a solid understanding of the components of the marketing plan and how to assemble the information in a way that makes sense.

## About Bob McConkey

Bob McConkey is a 30 year veteran of the tourism industry specializing in marketing. He has worked across Canada and brings a breadth of experience to the discussion. His direct experience in the attractions, accommodations and recreation sectors has given him insights into the challenges and opportunities available to the savvy marketer. Mr. McConkey has run various destination marketing organizations in Ontario and the Yukon Territory.



## **What are other delegates saying about this seminar?**

"The message that setting realistic goals and expectations are a key aspect to achieving success within your market range"

"Marketing Plan structure - didn't know where to start - now I have some tools"

# Media Relations in Tourism

## About the Seminar

Earned media coverage for your company's products, services and programs can generate sales and build a corporate profile. In this seminar learn how to develop the skills and tools necessary to research, plan, implement, and measure a successful media relations program that supports your company or organization's goals, objectives and key messages. Includes understanding your target markets and media, developing a media list, contacting and following up with key media, writing copy for media kits, preparing and organizing media interviews, and evaluating your campaign.

## About Susan Sommers

Susan Sommers ranks as one of Canada's leading experts in marketing and media relations consulting and training. She is an award-winning journalist, trainer, educator, speaker and coach. For over twenty-five years, she has created successful marketing campaigns for hundreds of clients across Canada through her communications firm, Susan Sommers + Associates.



## **What did other delegates find useful about this seminar?**

"What to include in a media kit, creating contact lists, how to reach the media - get their attention"

"How to write a press release & proper steps to take when promoting an event"



**February 23th, 2005**

CKlearning Central  
25 Creek Road, Chatham

**April 27th, 2005**

Days Inn Hotel & Convention Centre  
950 6th St. E., Owen Sound

## Details

Both the seminars will be held together at the same location, so you can choose to either go to one or go to both. **Marketing Plans** will be held in the morning from **9:30am to 12:30pm** and **Media Relations** will be in the afternoon from **1:30pm to 4:30pm**. See registration form for more info.

**Cost: \$85.00 per seminar**

## **Two Great Ways to Save!**



**Save 5%** When you combine "Marketing Plan" and "Media Relations" for a full day seminar and/or

Bring multiple delegates and **save over \$25** each delegate for a full day

**Presented by:**



Human Resources  
Development Canada

**Participation is limited, so reserve now**

# Seminar Registration Form

SOTO Member: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

I/We will be attending the seminar(s) on this date:



- ☐ **Wednesday February 23, 2005 @ CKlearning Central, 25 Creek Road, Chatham**  
☐ **Wednesday April 27, 2005 @ Days Inn & Conference Centre, Owen Sound**

	Marketing Plans		Media Relations		
	Morning 9:30 – 12:30		Afternoon 1:30 – 4:30		Total
	Price	Subtotal	Price	Subtotal	
Delegate # 1 Name:	\$85		\$85		
Delegate # 2 Name:	\$75		\$75		
Delegate # 3 Name:	\$75		\$75		
Subtotal					\$
Take 5% off each delegate who registers for a full day			5% OFF		\$
Subtotal					\$
GST ( 7% )					\$
Total					\$
<input type="checkbox"/> I/We will be staying for lunch at \$15 per person					
GRAND TOTAL					

Payment Information (Please pay before seminar):

☐ Visa      ☐ MasterCard      Card #: \_\_\_\_\_      Expiry: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

☐ Cheque      Payable to: Southern Ontario Tourism Organization

Please fax your completed registration form to **(519) 756-3231**. Should you have any questions or comments please contact Lindsey Harris at [lharris@soto.on.ca](mailto:lharris@soto.on.ca) or (519) 756-3230 ext 35.

## Cancellation Policy

Cancellation received in writing by either fax or email up to five working days before the seminar are refundable, minus a \$15 registration service charge. After that, cancellations are subject to the entire seminar fee. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions can be made at any time.

SOTO has the right to cancel five business days prior to the seminars in response to participation. Should this occur, either the date will be rescheduled or your fee will be refunded. In the event of bad weather the seminar may be postponed to a later date.

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