BUSINESS MASTER CLASS SERIES

NORTHERN Grampians SHIRE COUNCIL

COURSE GUIDE

BUILD YOUR MARKETING STRATEGY

Suited to business owners of both existing and new businesses across all sectors, as well as marketing, sales and management staff who are wanting to develop a marketing a strategy.

The Victorian Chamber of Commerce and Industry presents this three-part masterclass series over three months. The course is an in-depth exploration of the fundamentals of marketing, social media and digital media. The course is designed to assist businesses in the Northern Grampians Shire to upskill in marketing, as well as to develop and implement their marketing strategy.

BUILD YOUR BUSINESS PLAN

Suited to business owners across all sectors, who are wanting to develop a business plan for growth or to establish in the Northern Grampians Shire.

Federation Business School presents a three-part masterclass series over three months. The course explores the core principles of business strategy and planning to ensure success and growth in your business. The course is designed to assist businesses in the Northern Grampians Shire to build capacity, and utilise strategy to achieve business success.

COURSE COSTS: $450.00 per person
WHAT'S INCLUDED: Learning materials, morning tea, lunch and refreshments, certificate of completion and graduation networking session.

BUILD YOUR MARKETING STRATEGY

SESSION ONE: DEVELOP A MARKETING STRATEGY

Wednesday 7 February, 2018
9am-3pm
Council Chambers, Pleasant Creek Historical Precinct
Western Highway, Stawell (adjacent BP)
Parking available on-site

Target markets, Situation & SWOT Analysis, Positioning, Branding, Marketing Mix, Pricing, Distribution and Promotion strategies.

SESSION TWO: SOCIAL MEDIA FUNDAMENTALS

Wednesday 7 March, 2018
9am-3pm
Council Chambers, Pleasant Creek Historical Precinct
Western Highway, Stawell (adjacent BP)
Parking available on-site

The goal of social media, understanding social networking, creating consumer centric content, metrics and measurement tools, and how social media fits in to your marketing strategy.

SESSION THREE: DIGITAL MEDIA FUNDAMENTALS, REFRESHER & GRADUATION

Wednesday 4 April, 2018
9am-4.30pm
Council Chambers, Pleasant Creek Historical Precinct
Western Highway, Stawell (adjacent BP)
Parking available on-site

Effective digital strategies, search engine optimisation, Google Apps for work, what's needed for a great website, mailing list building and basic e-commerce.

BUILD YOUR BUSINESS PLAN

SESSION ONE: STRATEGIC PLANNING & MARKETING

Wednesday 18 April, 2018
9am-3pm
Perry Room, St Arnaud Town Hall
Napier Street, St Arnaud
Parking available rear Town Hall

Developing strategic objectives and deliverables for your business, basic marketing planning.

SESSION TWO: FINANCES & HUMAN RESOURCES

Wednesday 16 May, 2018
9am-3pm
Perry Room, St Arnaud Town Hall
Napier Street, St Arnaud
Parking available rear Town Hall

Understanding budgets, cash-flow and financial principles. The importance of financial planning to ensure business success.

SESSION THREE: LEGAL, COMPLIANCE, PLAN FINALISATION & GRADUATION

Wednesday 13 June, 2018
9am-4.30pm
Perry Room, St Arnaud Town Hall
Napier Street, St Arnaud
Parking available rear Town Hall

Understanding compliance and legal requirements for your business, and finalise your business plan.

BOOK NOW

Book online today!

Visit www.ngshire.vic.gov.au/Business-in-the-Shire and go to 'Business Events'.

Want to have the course fully subsidised?

You may be eligible to have your course fees subsidised via the Northern Grampians Shire Council Business Assistance Scheme. Visit www.ngshire.vic.gov.au/Business-in-the-Shire for more details.

Talk to us!

Phone (03) 5358 8700 or email business@ngshire.vic.gov.au to speak with a member of the Economic Development unit today.

Victorian Chamber of Commerce and Industry

Federation University • Australia

Northern Grampians Shire Council