



FREE - Mother of All Marketing Workshop

The City of Wanneroo and North Metropolitan TAFE are putting on two FREE workshops for local business – The Mother of All Marketing.

FREE
THE MOTHER OF ALL
MARKETING WORKSHOP

City of Wanneroo
Government of Western Australia
North Metropolitan TAFE

PRESENTED BY: Daniel Devellerez (North Metro TAFE) and the City of Wanneroo

Daniel Devellerez is a Marketing and Business Development professional with over 15 years local and international experience in both the private and public sector. With expertise in strategy development, product development, branding and customer relationship management, Daniel now motivates and inspires others to use marketing to grow their business through his advisory services at Business Station. For the past 8 years he has led the marketing team at North Metropolitan TAFE (formerly West Coast Institute) to develop and implement strategies to increase student applications; and build and maintain the brand as the premier training organisation in the northern suburbs. Daniel is a past WA President of the Australian Marketing Institute and a judge for the Wanneroo Business Association's Annual Business Awards.

Dates	Times	Venue
Wednesday 25 May	9am to noon	Enterprise House, 935 Wanneroo Road, Wanneroo
Wednesday 1 June	9am to noon	Clarkson Library, Cnr Ebb Way & Ocean Keys Blvd, Clarkson

RSVP: economic@wanneroo.wa.gov.au or call Lynda Sarich on 9405 5467.




FREE

THE MOTHER OF ALL MARKETING WORKSHOP



Government of **Western Australia**
North Metropolitan **TAFE**



Leave this workshop with a complete action plan to start marketing your product/service to your target market immediately.

PRESENTER

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Join **Marketing Guru Daniel Devellerez** for a **FREE workshop** to learn once and for all, the **RIGHT way to market** your product or service to your prospective customers.



RSVP

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THE WORKSHOP WILL COVER:

- The Basics of Marketing – why it can't be avoided and how it benefits your business
- Finding the Diamond - discover the core benefit/ point of difference of your business, product or service
- SWOT analysis – strengths, weaknesses, opportunities and threats
- Identification of your target markets and their influencers
- Choosing the right medium of communication for each target market
- Just do it! Implementation of one medium of communication (eg. social media, advertising, sponsorship, event plan etc.)

DATES

01

Enterprise House

935 Wanneroo Road (Wanneroo)

Wednesday 25 May 9am to noon

02

Clarkson Library

Cnr Ebb Way & Ocean Keys Blvd (Clarkson)

Wednesday 1 June 9am to noon

