



Marketing Your Organisation and Programs

Wednesday 29 February 2012 | 9:30am - 4:30pm | Rockingham

Who should attend?

Anyone who is responsible for reaching others to engage with their events, fundraising, programs or services.

What have others said?

"It was punchy and kept my interest throughout" – Lyn, 2011

"Made me feel empowered to make a difference in my organisation" – Jemma, 2011

"Katrina is a very knowledgeable and engaging presenter" – 2011

Want to register?

Gina Olivieri 9420 7222
training@wacoss.org.au

Register online at www.wacoss.org.au

Want us to come to you?

Can't come to this training, or have a number of staff who want to do this or other training courses? Why not get us to do in-house training at your premises?

For quotes and enquiries, contact WACOSS Training Coordinator, Michelle Burgermeister on 9420 7222 or michelle@wacoss.org.au

What will you learn?

1. Developing a marketing plan
2. Campaign strategy and persuasive messaging
3. Image, branding and credibility for community groups
4. Targeting your audience
5. Advertising: traditional and on-line
6. Websites, e-mail and social networking
7. Designing promotional materials
8. Social networking and viral e-campaigns
9. Engaging members, volunteers and donors
10. Packaging and merchandising
11. Event marketing

Need more information?

Do you want to increase your organisation's profile, attract more members or promote a message to the community?

This workshop provides a detailed introduction to marketing a community organisation and includes a host of low cost ways to get your message out.

Included in the workshop materials is a package of free resources, templates, contact lists and downloadable examples to help you put your new skills into action!

About WACOSS

WACOSS is the leading peak organisation for the Social Services sector in WA. Our vision is of a just, sustainable and equitable society now and into the future.



Presented in partnership by WACOSS and the City of Rockingham

\$160 WACOSS Members | \$230 Non-Members | \$280 Corporate/Government