

Marketing Basics

Good Marketing Can Win You More Business

Understand what marketing *really* is in this fun, hands-on and results-oriented seminar for those with little marketing knowledge. You'll learn how to develop a marketing plan, why a Unique Selling Proposition will separate you from the pack, who to target and why, plus tips on cost-effective marketing strategies to promote your business.



City of **KINGSTON**

www.kingstonbusiness.com.au

Register online:

www.business.vic.gov.au/workshops

or contact 13 22 15

Date: **Wednesday 10 March 2010**

Time: **6.00 pm - 8.00 pm**

Venue: **City of Kingston
1230 Nepean Hwy
Cheltenham 3192**

Cost **\$20**

For further information about this event, please telephone 9581 4735

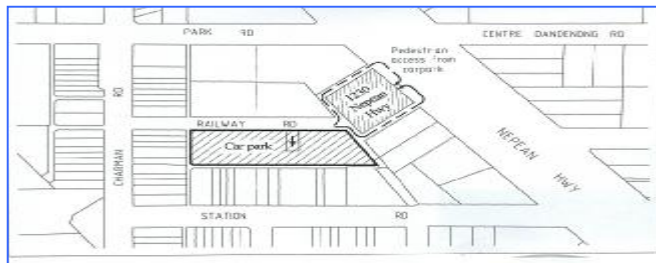
A Victorian
Government
initiative



Please complete and send to:

**ECONOMIC DEVELOPMENT UNIT
CITY OF KINGSTON
PO Box 1000
MENTONE VIC 3194**

OR FAX TO 9581 4662



PLEASE RETURN BY CLOSE OF BUSINESS – 5TH MARCH 2010

YES! I WILL BE ATTENDING MARKETING BASICS ON 10TH MARCH 2010

Name: Business:

Address:

Suburb: Postcode:

Phone: Facsimile:

Web: Email:

Type of Business:

My guest(s) will be:

Special Dietary Requirements (e.g. Vegetarian)? Type _____ Quantity _____

PLEASE CIRCLE:

Payment (circle): Cheque VISA MasterCard Bankcard AMEX

Amount? \$ _____ Cheques to be made payable to "City of Kingston"

Credit Card No.: _____ / _____ / _____

Expiry: _____ / _____

Name on Card: _____

Signature: _____

TAX INVOICE

Kingston City Council A.B.N. 80 640 377 247

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<http://www.kingston.vic.gov.au> or from one of our Customer Service Centres.

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9581 4506					