

AUSTRALIAN MARKETING INSTITUTE

# FOUNDATION WORKSHOPS

2012 PROGRAM



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER



Principles of Digital Marketing  
Principles of Marketing

**New!** Principles of Marketing Budgets

Effective Marketing Plans From Strategy to Tactics

Marketing for Professional Services

Market Research for Marketers

Measuring Marketing Performance

Segmentation for Competitive Advantage

Social Media Applications for Business

Business and Public Relations Writing

Principles of Media Release Writing

**New!** Principles of Online Writing

**New!** Principles of Service Design

Project Management Skills for Marketing Professionals

# FOUNDATION WORKSHOPS

2012 PROGRAM



The Australian Marketing Institute's 2012 Foundation Workshops program includes three new workshops. This program is specifically designed for:

- Marketers to broaden or refresh their skills
- Individuals who work in related business areas who need to extend their knowledge of marketing or are considering a career change

The workshop model is designed to deliver short, sharp and engaging sessions that reflect the changing business environment. Every workshop is delivered by an industry professional who can meet the needs of participants with engaging, interactive and current materials.

Each workshop qualifies for a maximum of eight (8) hours structured professional development for each day of attendance, under the Professional Maintenance Program (PMP) of the Certified Practising Marketer (CPM) Program.

## About the Australian Marketing Institute

The Australian Marketing Institute (AMI) is the peak membership body for professional marketers. Its key objectives are to provide representation and professional development for marketers and to advance the practice of marketing as a critical value-adding activity.

The Australian Marketing Institute, as the voice of the marketing profession, has established strong links with business, academia and government.

Membership of the Australian Marketing Institute offers you the opportunity to further your professional development through attendance at targeted training workshops, network events, conferences, seminars and access to online resources.

## National Workshop Attendance

To ensure that the 2012 workshop program is accessible to members nationally, a 50% discount rate is available for Australian Marketing Institute members who wish to attend a workshop not scheduled within their home state based on the 2012 scheduled workshop calendar. This reduced rate is in recognition of the additional travel and accommodation costs if a preferred scheduled workshop is only offered in another state.

## Customised Workshops

The Australian Marketing Institute also offers a customised workshop program. Working with industry experienced facilitators; a tailored workshop can be developed to suit an organisations key learning requirements. The outcome is a learning experience that integrates the overall business culture and delivers results in line with the organisation's strategy. Individual workshops within the 2012 Foundation Workshops program can be customised along with other areas of importance for an organisation.



## Workshop Locations

### NSW | Sydney

Cliftons Sydney  
Level 8, 190 George Street  
Sydney NSW 2000  
Tel: 02 9250 0999

### QLD | Brisbane

Cliftons Brisbane  
288 Edward Street  
Brisbane QLD 4000  
Tel: 07 3231 0999

### SA | Adelaide

Cliftons Adelaide  
Level 1, 80 King William Street  
Adelaide SA 5000  
Tel: 08 8233 0999

### TAS | Hobart

The Old Woolstore  
Apartment Hotel  
1 Macquarie Street  
Hobart TAS 7000  
Tel: 03 6235 5355

### VIC | Melbourne

Cliftons Melbourne  
Level 1, 440 Collins Street  
Melbourne VIC 3000  
Tel: 03 9993 9999

### WA | Perth

Cliftons Perth  
Mezzanine Level, Australia Place  
15-17 William Street  
Perth WA 6000  
Tel: 08 9480 0999

For more information about the Australian Marketing Institute, National Workshop Attendance or Customised Workshops visit the Australian Marketing Institute website at [www.ami.org.au](http://www.ami.org.au) or email [events@ami.org.au](mailto:events@ami.org.au)

## Introduction to Marketing Concepts



### Principles of Digital Marketing | p 4

Increase your understanding of digital technology and how best to harness digital marketing for your organisation.



### Principles of Marketing | p 5

Understand the theory, learn the jargon and discuss the practical applications.



### Principles of Marketing Budgets | p 6

Develop your ability to create and present comprehensive marketing budgets.

## Advanced Understanding of Marketing Concepts

It is recommended that participants have a basic knowledge of marketing concepts and have attended the above Principles of Marketing workshop.



### Effective Marketing Plans from Strategy to Tactics | p 7

Leverage your marketing knowledge to create effective marketing plans.



### Marketing for Professional Services | p 8

Examines the intangibles of marketing services B2B and B2C with a relationship focus.



### Market Research for Marketers | p 9

Research techniques in marketing planning, evaluation and decision-making on research options and interpretation of research results.



### Measuring Marketing Performance | p 10

Addresses the measurement of marketing, with particular reference to the research that underpins marketing metrics.



### Segmentation for Competitive Advantage | p 11

An in-depth look at understanding which of the identified customer segments should be targeted.



### Social Media Applications for Business | p 12

Learn to use social media and new web technologies to enhance marketing performance and organisational productivity.

## Communication



### Business and Public Relations Writing | p 13

Improve your marketing communications to clients, customers, media and other stakeholders.



### Principles of Media Release Writing | p 14

Designed for those in marketing and communications with little or no experience in media release writing.



### Principles of Online Writing | p 15

Equip yourself with the skills and techniques to produce engaging copy for a variety of online mediums.

## Project Management and Service Design



### Principles of Service Design | p 16

A design-led approach to provide you with the confidence and tools to improve and promote your service offering.



### Project Management Skills for Marketing Professionals | p 17

Understand the synergies of a project's orientation, the technical and sociocultural aspects of project management in a marketing context.



## Workshops Overview

The expanded 2012 Foundation Workshops program introduces topics to meet the changing requirements of the marketing profession. These workshops provide an opportunity for continuing professional development and career advancement.

## Workshop Format

Participants are involved in interactive workshops with a diverse group of attendees who will be guided through the topic area by the facilitator. There will be considerable interaction, opportunity for networking and sharing of workplace experiences. Participant involvement and feedback is encouraged and at the end of the final session an evaluation is completed and a certificate of attendance is awarded.

## Workshop Notes

You will receive a comprehensive set of notes on the relevant topic.



## How to Register

Complete the Registration Form at the back of this brochure

Fax: 1300 131 468

Post: Australian Marketing Institute  
GPO Box 5295 Sydney NSW 2001

Email: [events@ami.org.au](mailto:events@ami.org.au)

Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

**Book three participants and your fourth attends free of charge!**



## Principles of Digital Marketing

**Facilitator: Beth Powell**

This one day intensive workshop introduces participants to digital marketing. Learning outcomes include understanding the shift in traditional marketing caused by digital technology, an appreciation of integrated digital and traditional marketing campaigns, introduction to consumer behaviour online, an introduction to search engine marketing, email marketing, mobile marketing and the application of various social media tools for marketing.

This workshop uses a variety of content from facilitator presentation, small group activities and discussion, video and text based materials. Current digital marketing issues are discussed and analysed across industries represented.

Information presented includes case studies, current research, and practical hands-on tips. Participants have the opportunity to learn from each other with discussion of experiences encouraged.



### Workshop Dates

WA	28 March
NSW	8 May
QLD	10 May
NSW	20 June
VIC	16 August
VIC	18 September
SA	19 September
QLD	6 November



### Who Should Attend

This is an introductory workshop suitable for those in marketing, marcomms or business development roles, consultants, event managers, stakeholder managers, fundraising managers, small to medium e-business operators or marketing contract managers.

Participants may have no formal marketing training or have traditional marketing experience and are looking to update their skills.



### Workshop Outline

#### Digital Marketing in Context

- What is digital marketing?
- Understanding the impact of technology on marketing practice
- What opportunities does the power shift to consumers provide for marketers?

#### Digital Push and Pull strategies

- Advantages and disadvantages of Push
- Advantages and disadvantages of Pull
- Strategic use of each

#### Introduction to Search Engine Optimisation

- Definitions
- Tips for search engine optimisation
- Web tools to assist search engine optimisation

#### Introduction to Search Engine Marketing

- Definitions
- Tips for effective search engine marketing

#### Introduction to Email Marketing

- Email marketing strategy
- Tips for effective email marketing

#### Introduction to Mobile Marketing

- The mobile marketing market
- Strategy for mobile marketing
- Tips for effective mobile marketing

#### Introduction to Games

- Understanding the games market
- Introduction to games marketing strategy

#### Introduction to Social Tools

- Introduction to the primary social media tools for business
- Integration of social and digital marketing

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer Program: This workshop constitutes 8 hours professional development



## Principles of Marketing

**Facilitator: Andrew Mashman**

This two day intensive workshop looks at the principles that underpin marketing as a philosophy or concept: specifically customers, segmentation, positioning, the 7 p's, the marketing environment and communications. These issues are discussed in conjunction with the examples that participants bring to the room.

These workshops utilise a variety of content from discussion and group brainstorming to video and text based materials. The power in this workshop is the facilitated discussion with the diverse participants around the topic area. Jargon is decoded and current marketing issues discussed.

Participants receive a comprehensive set of notes on the topic, examples and other related resources.



### Workshop Dates

NSW	12-13 March
VIC	22-23 March
QLD	3-4 May
NSW	21-22 May
WA	7-8 June
SA	23-24 July
VIC	6-7 August
NSW	27-28 August
NSW	5-6 November
VIC	13-14 November



### Who Should Attend

Participants are likely to have moved into a marketing role from other non-marketing roles in the organisation or have studied marketing, communications or other related disciplines in the previous five years but require a refresher.

This workshop provides the opportunity to compare and confirm their understanding with peers in their field.

Middle and senior management whose organisations are considering moving into a marketing orientation should also consider this workshop.



### Workshop Outline

#### What is Marketing

- Understand the role of marketing in the organisation
- The Marketing Orientation or Philosophy

#### The Marketing Mix

- Introducing the Marketing Mix

#### Current Issues in Marketing

- Products or Services?
- Current campaigns and issues for marketers

#### Marketing Environment

- Internal and external environments
- Change in the environment

#### Marketing Research

- Types of information
- Information sources

#### Segmenting, Targeting and Positioning

- How segmentation helps understand customers
- Attractiveness and needs of segments

#### Consumers

- B2C - retail consumers and decision makers
- Organisational customers - B2B

#### Positioning through the 7 P's

- Products and Services - the solution
- Price or Value
- Place or Distribution
- Process - from a customers point of view
- Physical Evidence - how do we look to customers?
- People - how can people add value to customers?
- Promotion or Communication - how to talk to customers

#### Planning

- An introduction to the Effective Marketing Plans from Strategy to Tactics workshop

Workshop notes will be provided on the day.  
 This workshop begins at 8.45 am and ends at 4.30 pm.  
 For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer Program: This workshop constitutes 16 hours professional development



## Principles of Marketing Budgets

NEW  
IN 2012

**Facilitator: Michelle Pryse Jones**

This one day intensive workshop is to provide participants with the ability to develop and present a marketing budget to management. The workshop will include an outline of accounting concepts and functions; explore the definition of a budget and its purpose from both a marketing and accounting stance, provide a proforma budget format in excel, study of some "real life" case studies and develop your own marketing budget utilising given data. You will develop skills to present your budget in a comprehensive and interesting way, develop skills for review and evaluation of your budget and then draw all this information back to your own workplace.

This workshop will provide participants with a variety of content including keyword definitions, information developing the idea of budgets and budgeting and their use in business. There will be workshop discussion and input relating to participants own experience and the information drawn from the case studies, development of participants own marketing budget utilising some defined information and finally, presentation techniques that will help improve management confidence, especially with the accounting department.

**Please bring your laptop computer to this workshop.**



### Workshop Outline

#### What is a Budget

- What is the purpose of a budget?
- What are the uses of a budget
- How does a budget relate to the accounting function
- Accounting terms and concepts

#### Elements of a Marketing Budget

- What makes up a marketing budget
- Introducing a proforma budget using Excel
- Identify the important elements of the budget
- Relate the marketing budget to the overall accounting objectives of the organisation

#### The Marketing Budget – A Case Study

- Working examples of marketing budgets
- Identify the business and marketing goals of the sample organisations
- What background information was required to establish the budget
- How has the budget been implemented
- Highlights/Lowlights of the budgets

#### The Marketing Budget – A Working Example

- Using our proforma marketing budget format create a marketing budget from a set of given data

#### The Marketing Budget – Presentation to Management

- Tools – Graphs, Pie Charts, Scenarios
- Presentation – Tricks and Techniques
- Accounting ratio's to spice up your presentation

#### The Marketing Budget – Evaluation and Modification

- Evaluating your marketing budget against actual financial results
- Adapting your marketing budget to a changing market place

#### The Wrap up

- Discussion to allow participants to relate the skills and concepts developed during the day to their own particular organisation or department
- A Step-By-Step plan from business goal to implementation and evaluation



### Workshop Dates

VIC 27 July  
NSW 31 August



### Who Should Attend

Participants are either currently in a marketing role or are moving into a marketing role which would involve developing budgets and plans for a new product launch, repositioning of an existing product or determining the effectiveness of existing marketing expenditure in a particular area. Others who would find this workshop of value would be middle management or accounting personnel who would like to better understand the process of the marketing plan and marketing budgets and its financial implications.

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute  
Certified Practising Marketer  
Program: This workshop  
constitutes 8 hours  
professional development



## Effective Marketing Plans from Strategy to Tactics

**Facilitator: Andrew Mashman**

This two day intensive workshop looks at how marketing strategy can be developed and captured in the marketing plan. Discover what's driving the organisation and how to align resources with the opportunities in the marketing environment. In groups, a strategic marketing template is worked through to develop a tactical marketing plan.

Specifically, you will work in groups to develop a strategic marketing plan for an organisation working in environmental consulting (B2B) or the digital entertainment markets (B2C). These lateral thinking exercises allow participants to explore the strategic and tactical possibilities in an open forum, structured around the marketing concept.

The strength of these workshops is in the facilitated discussion with the diverse participants around the topic area i.e. strategy, tactics and planning. Participants will be able to discuss their own organisation's planning needs and issues and can use the workshop to write their own plan in parallel with the structured activity. Participants receive a comprehensive set of notes on the topic, examples and other related resources.



### Workshop Dates

NSW	29-30 March
VIC	10-11 May
NSW	14-15 June
VIC	10-11 September
NSW	17-18 September
QLD	15-16 October
SA	25-26 October
NSW	22-23 November
VIC	29-30 November



### Who Should Attend

Participants who have responsibility for developing a marketing plan at a product/service/brand level and have organisational KPIs and drivers which must be captured in a plan that will need to be executed both internally and with distribution channels or customers.

It is likely that you or your organisation is seeking a well developed planning protocol.



### Workshop Outline

#### What is Planning

- The planning process
- What is involved in a plan
- Revisiting marketing

#### People in the Planning Process

- Sociocultural issues that can make or break your plan

#### Strategic Planning

- Where does strategy come from?
- Strategy vs tactics
- Planning in the organisation

#### The Marketing Environment

- Change
- Your organisation
- Your customers
- Information/Research

#### The Planning Process

- The generic marketing plan
- Your virtual - no rules organisation

#### The Organisation

- Vision and mission
- Goals and objectives
- Your resources

#### External Analysis

- Which markets, products or services
- Market analysis
- Customer analysis
- Competitive analysis
- Environment analysis

#### SWOT

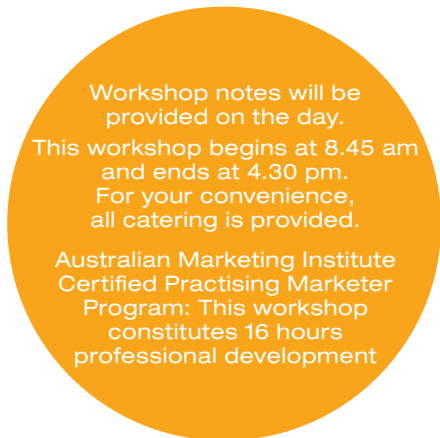
- Summary of the external analysis
- Critical issues
- SCA and generic strategy

#### The Tactical Marketing Plan

- Goals and objectives for a specific target market
- Positioning through the 7 P's
- Implementation, action and evaluation

#### Make your Plan Live

- Internal marketing
- Launches
- Stakeholders





## Marketing for Professional Services

**Facilitator: Andrew Mashman**

This two day intensive workshop looks at business to business and professional services marketing. Issues discussed include relationship and lifecycle management, customer needs and how to build loyalty around largely intangible benefits. Participants discuss their own personal and workplace experiences.

This workshop utilises a variety of content from discussion and group brainstorming to video and text based materials. The power in this workshop is the facilitated discussion with the diverse participants around the topic area i.e. Business Relationships.

Key topics are discussed at length in a format which encourages participation. Current service based marketing issues are discussed and compared across industries represented. Participants receive a comprehensive set of notes on the topic, examples and other related resources.



### Workshop Dates

VIC 16-17 May  
NSW 16-17 July  
QLD 3-4 September



### Who Should Attend

Participants are likely to be working in a service based organisation or a key account management or support role.

Your customers are also businesses so relationships and service levels are critical to your success.

You may have no formal marketing training and are looking for a forum to compare your ideas across industries.



### Workshop Outline

#### Business Marketing

- Defined
- The challenges and lack of tangibility
- Networks and stakeholders

#### Customers and Suppliers

- How do they contribute to the business
- Derived demand

#### Understanding Customers

- Customer decision making
- Roles played
- Motivations

#### Relationship Driven Marketing

- Customer needs
- Customer value

#### Designing the Offering

- Product and service development
- Brand value
- Positioning

#### Marketing Mix and Relationship Lifecycle

- Lifecycle stages
- Changing customer needs

#### Implementation

- Communication
- Technology as a tool
- Motivating and managing

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer Program: This workshop constitutes 16 hours professional development



## Market Research for Marketers

**Facilitator: Roger James**

This is a practical one day workshop designed to re-visit the application of research techniques in marketing planning and evaluation. It is designed to assist marketers in decision-making on research options and in the valid interpretation of research results.

In this workshop, participants will review the status and impact of different levels of research information and how to interpret them, covering both primary and secondary data and qualitative and quantitative research methods. Participants will consider hypothetical case studies and a research exercise to demonstrate advanced techniques in market research.



### Workshop Dates

NSW 30 August



### Who Should Attend

Professionals in marketing or related roles involved in planning or evaluation of products or services.

This workshop would also be suitable for participants who wish to refresh their market research knowledge.



### Workshop Outline

#### Data, Information, Knowledge

- The limits of the application of research

#### Revisiting Primary and

#### Secondary Data

- Check what you can find out before commissioning an expensive research program

#### Qualitative and Quantitative Methods

- When is it OK to make marketing decisions based solely on focus group results?

#### Interpreting Complex Data Sets

- Making inferences and drawing conclusions supported by the data

#### Research Techniques for Planning - Setting up the Marketing Plan

- Introduction and case studies

#### Research Techniques for Evaluation

- Introduction and case studies

#### Multivariate Techniques for Greater Insight

- Research exercise using choice modelling

#### Summarising

- Bringing it all together



## Measuring Marketing Performance

**Facilitator: Roger James**

This is a one day intensive workshop which aims to extend participants' skills and knowledge in measuring and managing marketing performance. Measurement is fundamental to the management of any enterprise, whether planning, executing or evaluating.

This workshop will address the measurement of marketing, with particular reference to the research that underpins marketing metrics. Participants will cover the theoretical frameworks with a practical emphasis and includes case study exercises and working with the Australian Marketing Institute's marketing metrics website.

Please bring your laptop computer to this workshop.



### Workshop Dates

NSW	22 March
TAS	25 July
VIC	30 October



### Who Should Attend

Middle to senior marketers and managers who have the responsibility for planning and evaluating marketing performance.

This workshop would also be suitable for participants who wish to augment their knowledge in marketing performance measurement.



### Workshop Outline

#### Marketing as a Value-Adding Process - Developing and Managing Market-Based Assets

- Brands and brand related assets
- Customer and customer related assets
- The concept of brand equity

#### Fundamentals of Marketing Metrics

- Evaluating Inputs - activities and measures
- Evaluating effectiveness of conversion
- Evaluating output/outcomes

#### Marketing Metrics Categories

- Financial metrics
- Brand-based metrics
- Innovation metrics
- Employee-based metrics

#### Range and Extent of Marketing Measurement

- Metrics dictionary

#### Intervention Points in the Marketing Cycle - Examples of typical metrics for each phase/activity

- New product development – pre-launch/post-launch
- Distribution/channels
- Marketing communications: ATL / BTL
- Sales promotion
- Sales activities
- Loyalty programs
- Direct marketing
- E-marketing

#### Marketing Mix Case Studies

- Hypothetical cases – small group exercises

#### Marketing Metrics Dashboard

- Web-based exercises in dashboard development



## Segmentation for Competitive Advantage

**Facilitator: Andrew Mashman**

This one day workshop has an in-depth look at understanding which of the identified customer segments should be targeted. Specifically covered is a methodology which will allow participants to evaluate segments using current segmentation profiles to develop a better understanding of which segments are likely to provide better results through targeting than others, both now and at predetermined intervals.

Utilising the Dibb-Simkin Segment Evaluation technique (2006) a list of aspects can be developed to define why a segment maybe more or less attractive to the organisation, enhancing participants' knowledge on who to target now, who to target in the future and what resources might be needed to achieve the end result.

This insight into existing customer profiles can lead to further discussion in the organisation on different segmentation techniques to cut through the competitive noise and formulate a unique and powerful segmentation strategy. Initially the group will discuss segmentation and targeting as well as business capabilities with customers.

**Please bring your laptop computer to this workshop.**



### Workshop Dates

VIC	18 May
NSW	30 July
TAS	27 September



### Who Should Attend

Participants will have a good understanding of marketing and be looking for ways to out maneuver your competitors. Participants are likely to have completed the Australian Marketing Institute Effective Marketing Plans from Strategy to Tactics workshop or have responsibility for quantifying target market selection and the communication of that process or outcomes to your organisational stakeholders.

Participants are also asked to bring (where possible) data about your current or potential customers – B2C or B2B at some level – and data about the organisation's strengths and weaknesses.



### Workshop Outline

#### Customers, Opportunities and Organisational Strategy

- Customers and segmentation
- Segmentation status quo
- Organisational capability
- Meeting customers needs

#### Segment Attractiveness

- Segmentation
- What makes segments attractive
- Looking beyond Dollars
- Aspects of attractiveness
- Rating aspects

#### Organisational Capability

- What does your organisation excel at?
- What do you struggle with?
- What capabilities are required in the future?
- Aspects of operational capability

#### Segment Selection

- Mapping the segments
- Estimating the future
- Segment choice
- Communication to stakeholders
- Segmentation opportunities

Workshop notes will be provided on the day.  
 This workshop begins at 8.45 am and ends at 4.30 pm.  
 For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer Program: This workshop constitutes 8 hours professional development



## Social Media Applications for Business

**Facilitator: Beth Powell**

This two day intensive workshop introduces participants to the context of social media use for business, strategies for social media application, and a practical introduction to the most common and useful social media tools for business. This workshop will enable participants to:

- Understand the principles of communication in social networking environments
- Understand how social network communication differs from traditional business communication methods and why it matters
- Understand how to use social media tools for increasing workplace productivity
- Know the difference between the most common social networking tools and how they can be used to achieve business goals
- Develop policies and procedures for the use of social media tools in your business
- Understand the principles of 'organisational readiness' for the use of social networking tools including resource requirements and risk reduction strategies
- Understand how to integrate a social media strategy into your organisation's existing communications and marketing strategies
- Know when you should say "no"

Information presented includes case studies, current research, and practical hands-on learning and tips. Participants have the opportunity to learn from each other with discussion of experiences encouraged. This workshop uses a variety of content from facilitator presentation, small group activities and discussion, video and text based materials. Current issues are discussed and analysed across industries represented.

**Please bring your laptop computer to this workshop.**



### Workshop Outline

#### Social Media in Context

- Exploring technologies' impact on the customer business relationship
- Definitions
- Consumer behaviour online

#### Introducing the Primary

##### Social Media Tools

- Facts, stats and demographics
- Strategic business use of different social media tools
- Introducing social media for research
- Hands on practical use of tools
- Case study analysis
- Tactics for engagement

#### Social Media Use within Organisations

- Highlighting the issues
- Strategies for risk reduction
- Social media management models
- Getting started

#### Reputation Management

- Tools for managing online reputation
- Demonstration and practical use of tools

#### Social Media Monitoring and Measurement

- How can social media be measured?
- Tools to monitor social media activity



### Workshop Dates

NSW	19-20 March
SA	1-2 May
VIC	22-23 May
QLD	5-6 June
WA	5-6 September
NSW	10-11 September
VIC	21-22 November



### Who Should Attend

Marketing and communication professionals who want to increase the effectiveness of their communication programs and integrate social network programs with existing marketing communication activities. Those in marketing, marcomms or business development roles, consultants, event managers, stakeholder managers, fundraising managers, small to medium e-business operators, marketing contract managers, communication managers, Government department managers, HR managers and subject matter experts.

Participants may have no formal marketing training or have traditional marketing experience and want to update their skills.

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer Program: This workshop constitutes 16 hours professional development



## Business and Public Relations Writing

**Facilitator: Jo Wallace**

This two day intensive workshop aims to equip participants with a variety of writing techniques and skills for business and public relations purposes, in particular, in the areas of media release writing, case studies, producing copy for websites, newsletters and additional areas.

This workshop will review a wide variety of common public relations and business writing materials. Writing style and essential grammar characteristics will be covered and then applied to a variety of writing tasks. As a group you will analyse a range of stylistic requirements within different written mediums.

Participants receive a comprehensive set of notes on the topic, relevant examples of material for analysis and discussion along with practical experience in implementing learned techniques.



### Workshop Dates

NSW	6-7 March
VIC	13-14 March
WA	8-9 May
SA	29-30 May
NSW	17-18 July
VIC	4-5 September
QLD	16-17 October



### Who Should Attend

Participants may be experienced and/or qualified marketing or public relations staff who need to hone their skills as an author. This workshop will help participants write more quickly and more freely. Participants may be already writing fundamental material for their organisation yet wish to enhance these skills with specific style and grammatical techniques.

Participants may be also working in a specific area of marketing yet find they need to extend their skills to different writing areas. Alternatively, participants may have years of experience writing technical documents but simply want to add some style and flair to their copy.



### Workshop Outline

#### Writing for your Target Audience

- Determining readability using various indexes

#### Stylisation

- Application of important style techniques and considerations

#### Format

- Analysis and discussion of appropriate formats for medium and audience
- Importance of layout

#### The Process of Writing

- Make writing an easier and more enjoyable task

#### Media Releases

- Key elements of a release
- Determining what is newsworthy
- Use of direct speech
- Grammatical and style considerations

#### Case Studies

- Target audience considerations
- Readability
- Style considerations

#### Writing for the Web

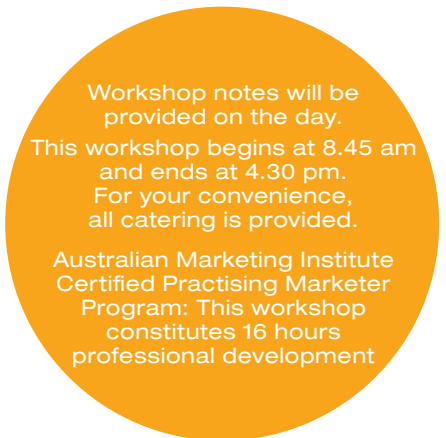
- Factors for consideration
- Types of website writing

#### Preparing Articles

- Topics and subjects of interest
- Balance of style
- Writing for your audience
- Article length

#### Other Writing

- Examination of further writing formats for the business/public relations professional





## Principles of Media Release Writing

**Facilitator: Jo Wallace**

This one day intensive workshop aims to equip participants with introductory level media release writing skills. The workshop will provide intensive hands on development of media release writing skills providing participants with the necessary tools to effectively target media.

Learn more about writing for the right media and developing a good hook or angle for your target. Through this workshop participants will also learn about tailoring their story for different media.



### Workshop Dates

NSW 1 May  
VIC 25 July  
QLD 29 August



### Who Should Attend

Marketing and/or communication professionals who need to develop their media release writing skills. This intensive one day workshop is perfectly suited to those who have completed the Business and Public Relations Writing two day workshop but is not a requirement. Participants will learn the basic components of compiling a media release including learning what they will need to attract media attention to structuring a release, layout and style techniques.



### Workshop Outline

#### What is news?

- What elements make a good news story?

#### Media

- What makes the news?
- How to attract media attention
- Local interest

#### Elements of Good

##### Media Release Writing

- Addressing the 5 x W's and an H
- Timing
- Media style
- Additional elements for successful media release writing
- Examining the lead

#### Quotable Quotes

- Finding the right person to quote
- The right quotes for the right story

#### Formatting a Media Release

- Standard media release formats that make your release easier to read

#### Pictures Tell a Thousand Words

- Image formats
- Knowing how best to use your images to complement your story

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

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professional development



## Principles of Online Writing

NEW  
IN 2012

**Facilitator: Jo Wallace**

This one day intensive workshop aims to equip participants with particular writing skills to enhance their ability to produce engaging online copy. Most people find themselves needing to write for an online medium and the demand for web based copy is on the rise. This can mean producing engaging copy for your organisation's website, creating interesting articles for a blog or meaningful e-newsletters to your stakeholders. Writing engaging copy for online mediums involves skill, thought and planning as well as technique. Web-based writing does differ from writing for print and is something we all increasingly need to be able to produce. Through this workshop, you will learn a variety of writing techniques and skills that will help transform your words from drab to fab and engage your target audience.

This workshop will examine basic writing techniques to improve your writing skills. As a group you will look at a variety of web-based writing passages and learn how to engage your target audience with more meaningful and interesting copy.

Participants receive a comprehensive set of notes on the topic, relevant examples of material for analysis and discussion along with practical experience in implementing learned techniques.



### Workshop Outline

#### Principles of Good Writing Technique

- What are the basic style considerations when it comes to producing effective copy?

#### Differences in Writing for Online versus Print

- Active vs passive
- Making choices
- Information carrying content
- Keywords
- Specific content as opposed to painting pictures
- Fragmented sentences
- User goal driven

#### Active versus Passive Voice

- Learn about the difference between the two and why it is important

#### Web Reading Patterns

- From F to E

#### Headlines

- How to write attention-grabbing headlines

#### Different Mediums

- Examine a variety of online mediums such as:
  - Blogs
  - Forums
  - Newsletters
  - Website copy
  - Social media

#### Call to Action

- How do we best engage with our target audience and achieve the desired response?



### Workshop Dates

VIC	13 June
QLD	23 October
NSW	13 November



### Who Should Attend

This workshop is ideal for participants working in marketing or communications who are finding them increasingly needing to write for online mediums. Alternatively, you may have experience in writing but struggle with transforming this to a web based medium. This workshop is suited to all levels and professions who need to produce relevant and engaging web copy.

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute  
Certified Practising Marketer  
Program: This workshop  
constitutes 8 hours  
professional development



## Principles of Service Design

NEW  
IN 2012

**Facilitator: Damian Kernahan**

If you believe that Brand is the promise you make, but Customer Experience is the promise you keep, then this one day intensive workshop is for you. By adding a design-led approach to improving your service offering, it's possible to not only promote with confidence what great products and services you have, but employ the right tools to delight your customers by delivering exactly what you said you would.

Information presented includes a combination of individual and group activities, facilitator lead discussion, case studies and group participation. Participants have the opportunity to learn from each other with discussion of experiences encouraged. This workshop will enable participants to:

Think about your organisation and your customers...

- What promises do you make to customers? • Do you know how to deliver them? • What happens when customers try dealing with you? • Is it seamless and enjoyable? • What is your customer's experience like across each channel they deal with you?

Think about your own experience as a customer for a service you use...

- How would you improve that service to improve your own experience as a customer? • Has the service been set up so it works well for the company but less so for you? • What things would you add or remove to the service to help you get your job done easier?



## Workshop Outline

### Gain Real Insight using Customer Experience research

- Using NPS to identify problem areas
- User centred design research tools
- Looking inside/looking outside

### Brand Promise Definition

- Articulate the value of your most profitable customers
- Define your Single Organising Idea
- Develop your own Service principles
- Brand Model Brand Cube/DNA

### Customer Experience Design

- Delivering the customer promise
- Opportunity Mapping
- Touch-point design and orchestration
- Business casing service propositions
- How to write a Customer Plan

### Organisational Alignment and Communication

- Aligning HR, Marketing and Operations
- Communication tools to raise internal awareness
- Creating a visual Business Case

### Customer Experience Implementation and Training

- How to develop service prototypes
- Staying true to customers
- Implementing new service propositions

### Customer Experience Measurement

- Customer Experience Dashboard
- How to evaluate your progress
- How to redesign for growth



## Workshop Dates

NSW 22 June  
VIC 10 August



## Who Should Attend

Marketing and communication professionals including Marketing Managers, Customer Experience Managers, Sales Managers, Brand Managers, Communication Managers, CRM Managers, Heads of Retention-Marketing, Heads of Acquisition-Marketing and Innovation Managers.

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute Certified Practising Marketer Program: This workshop constitutes 8 hours professional development



## Project Management Skills for Marketing Professionals

**Facilitator: Andrew Mashman**

This interactive two day workshop is designed for busy marketers who have responsibility for bringing new products, services and campaigns to market to get results. Project management skills can improve your marketing actions through co-ordinated, visible and easily communicated project plans developed with a project management philosophy.

This workshop looks at the marketing challenge of bringing new products and services to life, the dynamic environment or marketplace and implementation. Specifically, the benefits of the project management orientation for marketing projects and defining projects from a technical and people (sociocultural) perspective are reviewed.

An introduction is made to Microsoft Project 2010 as a desktop tool to assist your efforts. We also look at a range of tablet and cloud based project facilitation tools and other ways of communicating your challenge 24/7.

This workshop utilises a variety of content from discussion and group brainstorming to computer software.

**Please bring your laptop computer to this workshop.**



### Workshop Outline

#### Bringing New Products and Services to Life

- Marketing execution challenges
- Structure and culture

#### Project Management

- Defined
- Technical aspects
- Sociocultural aspects

#### Implementation

- The Sticky Note Project
- Reports, communication and information sharing

#### Project Software

- MS Project 2010 - the tour
- Inputs and outputs
- Make it work for you

#### Computers for Communication

- Online tools for keeping everyone up to speed
- On the cloud and tablet applications

#### Projects

- Proposals
- Implementation
- Evaluation

#### People in Projects

- Engaging people
- Resources and communication



### Workshop Dates

NSW	31 May - 1 June
QLD	18-19 June
VIC	15-16 November



### Who Should Attend

People in marketing or related roles who develop and launch new services and products, manage events and co-ordinate tasks among many stakeholders.

Participants may have training in other disciplines but are looking to understand the role of projects in their organisation and how that can help them compete for resources.

Workshop notes will be provided on the day.  
This workshop begins at 8.45 am and ends at 4.30 pm.  
For your convenience, all catering is provided.

Australian Marketing Institute  
Certified Practising Marketer  
Program: This workshop  
constitutes 16 hours  
professional development



## Workshop Facilitators

Participants will only be taught by industry practitioners, who are currently involved in the disciplines being taught. That way you can be assured of relevant, practical and up-to-date coverage of the topic.

### **Roger James** QPMP, FAMI CPM

Roger is Senior Advisor to the Australian Marketing Institute. He is also a Director of Brand Finance (Australia) and CEO of Roger James & Associates, a marketing, research and communications consultancy. In his work for the Institute he has been closely involved in the development of marketing performance measures. His professional background encompasses research, marketing strategy and business plan development as well as specialised work on brands and brand development. Roger was the Australian representative on the ISO Working Party on developing an International Standard for brand valuation. Roger has extensive experience in developing marketing performance materials for the Australian Marketing Institute's marketing metrics project.

### **Damian Kernahan** BBus, MBA, AMAMI

Damian believes Branding is the promise you make; Customer Experience is the promise you keep. To help Australian organisations keep more of their brand promises, as owner and founder of Proto Partners, Damian pioneered the introduction of Service Design to Australian business in 2008 and started Australia's first Service Design consultancy. Damian is considered Australia's leading expert on Service Design having worked with both fast growing and blue chip companies on how to harness the natural power of design to create service experiences customers love. He is an authority on Customer Experience Management, Service Design and Service Innovation. He has written extensively for Fast Thinking magazine, is the founding Chairman of the Australian Service Design Network and has sat on the judging panel for a global Service Design awards competition.

### **Andrew Mashman** BBus (Marketing), MBus (Management), AFAMI CPM

Andrew is an engaging facilitator; he has extensive experience in marketing and project management roles for both Australian entrepreneurs and international corporations seeking market penetration and growth for consumer and industrial goods. Andrew specialises in facilitating information transfer and learning among stakeholders, and receives very good feedback on his ability to decode theory into practical, usable knowledge. Andrew has a fascination with the impact of converged devices and wireless internet on consumer behaviour and delivers short and customised courses in marketing, projects and planning for clients including the Australian Marketing Institute. Andrew is currently a judge for the Australian Marketing Institute Marketing Excellence Awards and is also an Adjunct Lecturer in Marketing, Communications and Project Management with Charles Sturt University.



**Market Research  
for Marketers**



**Measuring Marketing  
Performance**



**Principles of  
Service Design**



**Principles of Marketing**



**Effective Marketing Plans  
from Strategy to Tactics**



**Marketing for  
Professional Services**



**Segmentation for  
Competitive Advantage**



**Project Management Skills  
for Marketing Professionals**



## Workshop Facilitators

**Beth Powell** BA Media&Comn, MA Digital Comn, Cert IV Training and Assessment, AMAMI

Beth is an experienced facilitator and educator with a capability to align theory with practical usable outcomes. Beth has held executive roles in communications and marketing in the commercial, not-for-profit and government sectors. Prior to working as a consultant and educator, Beth worked for renowned international not-for-profit agencies, an ASX listed company and high profile government organisations. Beth lectures in Digital Marketing in the Bachelor of Business program at APM Institute and holds a BA Communications from the University of Western Sydney and a Masters Degree in Digital Communications and Culture from the University of Sydney.

**Michelle Pryse Jones** BBus (Marketing), AMAMI

Michelle has provided management accounting services both as employee and contractor for the past 20 years. Michelle's management accounting experience has included a variety of businesses including large pastoral enterprises, public companies and small to medium businesses. As part of her management accounting work Michelle has trained many people in the use of accounting systems and the development of administrative systems including budgeting that support the accounting function. Michelle also works as part of the executive for a Sydney based charity "A Start in Life", which has recently been rebranded and relaunched. Michelle has been closely involved in the process of rebranding and the development of marketing campaigns and the associated budgets to support this rebranding activity.

**Jo Wallace** BA (Asian Studies), Grad Dip Ed, Grad Cert PR Mgt, Grad Cert Journalism, AMAMI

Jo has extensive experience in public relations and marketing across a diverse range of industries including corporate, not-for-profit, sports, education, environment, fashion and health. Jo has both in-house and agency experience and currently runs her own business in PR, event management, website development, writing and photography. Her writing experience boasts all areas from women's publications, sports websites, editing magazines, annual reports, corporate profiles, newsletters and media releases to name but a few. Jo has formal tertiary and post graduate qualifications in Arts, Public Relations, Education and Journalism. Jo is an experienced and accredited teacher with experience both in Australia and overseas.



Principles of Digital Marketing



Social Media Applications for Business



Principles of Marketing Budgets



Business and Public Relations Writing



Principles of Media Release Writing



Principles of Online Writing

### Certified Practising Marketer

The Australian Marketing Institute's leadership role in advancing the marketing profession has resulted in the Certified Practising Marketer (CPM) accreditation as a practising benchmark; the establishment of a Code of Professional Conduct; and the move toward defined practising standards for marketers.



### Emerging Marketers

Emerging Marketers is a national special interest group initiative of the Australian Marketing Institute, designed to cater specifically for the needs of marketing students from tertiary institutions, recent marketing graduates and young marketers with less than five years of experience. The group provides opportunities to network and socialise with other marketing students, recent graduates or emerging marketers at dedicated events.



# FOUNDATION WORKSHOPS

2012 CALENDAR



## March

- 6-7 NSW Business and Public Relations Writing
- 12-13 NSW Principles of Marketing
- 13-14 VIC Business and Public Relations Writing
- 19-20 NSW Social Media Applications for Business
- 22 NSW Measuring Marketing Performance
- 22-23 VIC Principles of Marketing
- 28 WA Principles of Digital Marketing
- 29-30 NSW Effective Marketing Plans

## May

- 1 NSW Principles of Media Release Writing
- 1-2 SA Social Media Applications for Business
- 3-4 QLD Principles of Marketing
- 8 NSW Principles of Digital Marketing
- 8-9 WA Business and Public Relations Writing
- 10 QLD Principles of Digital Marketing
- 10-11 VIC Effective Marketing Plans
- 16-17 VIC Marketing for Professional Services
- 18 VIC Segmentation for Competitive Advantage
- 21-22 NSW Principles of Marketing
- 22-23 VIC Social Media Applications for Business
- 29-30 SA Business and Public Relations Writing
- 31-1/6 NSW Project Management Skills

## June

- 5-6 QLD Social Media Applications for Business
- 7-8 WA Principles of Marketing
- 13 VIC Principles of Online Writing
- 14-15 NSW Effective Marketing Plans
- 18-19 QLD Project Management Skills
- 20 NSW Principles of Digital Marketing
- 22 NSW Principles of Service Design

## July

- 16-17 NSW Marketing for Professional Services
- 17-18 NSW Business and Public Relations Writing
- 23-24 SA Principles of Marketing
- 25 TAS Measuring Marketing Performance
- 25 VIC Principles of Media Release Writing
- 27 VIC Principles of Marketing Budgets
- 30 NSW Segmentation for Competitive Advantage

## August

- 6-7 VIC Principles of Marketing
- 10 VIC Principles of Service Design
- 16 VIC Principles of Digital Marketing
- 27-28 NSW Principles of Marketing
- 29 QLD Principles of Media Release Writing
- 30 NSW Market Research for Marketers
- 31 NSW Principles of Marketing Budgets

## September

- 3-4 QLD Marketing for Professional Services
- 4-5 VIC Business and Public Relations Writing
- 5-6 WA Social Media Applications for Business
- 10-11 VIC Effective Marketing Plans
- 10-11 NSW Social Media Applications for Business
- 17-18 NSW Effective Marketing Plans
- 18 VIC Principles of Digital Marketing
- 19 SA Principles of Digital Marketing
- 27 TAS Segmentation for Competitive Advantage

## October

- 15-16 QLD Effective Marketing Plans
- 16-17 QLD Business and Public Relations Writing
- 23 QLD Principles of Online Writing
- 25-26 SA Effective Marketing Plans
- 30 VIC Measuring Marketing Performance

## November

- 5-6 NSW Principles of Marketing
- 6 QLD Principles of Digital Marketing
- 13 NSW Principles of Online Writing
- 13-14 VIC Principles of Marketing
- 15-16 VIC Project Management Skills
- 21-22 VIC Social Media Applications for Business
- 22-23 NSW Effective Marketing Plans
- 29-30 VIC Effective Marketing Plans

### Australian Marketing Institute Membership

For more information contact:

Australian Marketing Institute Membership Services

GPO Box 5295 Sydney NSW 2001

Tel: 1300 737 445 | Fax: 1300 131 468

Email: [membership@ami.org.au](mailto:membership@ami.org.au) | Website: [www.ami.org.au](http://www.ami.org.au)

# FOUNDATION WORKSHOPS

2012 PROGRAM - REGISTRATION FORM



## How to Register

Complete and submit this Registration Form

Fax: 1300 131 468

Post: Australian Marketing Institute  
GPO Box 5295 Sydney NSW 2001

Email: [events@ami.org.au](mailto:events@ami.org.au)

Individuals may register online at [www.ami.org.au](http://www.ami.org.au)

### Your Details

Please write clearly and use a black pen to complete this form.

TITLE	FIRST NAME		
LAST NAME			
POSITION			
ORGANISATION			
ADDRESS			
SUBURB / TOWN		STATE	POSTCODE
TEL	FAX		
MOBILE			
EMAIL			

### Group Bookings

Book 3 participants and your 4th attends free of charge (same workshop registrations only).

DELEGATE 1: AMI MEMBER? YES NO	CPM MEMBER? YES NO
TITLE	FIRST NAME
LAST NAME	
POSITION	
EMAIL	
DELEGATE 2: AMI MEMBER? YES NO	CPM MEMBER? YES NO
TITLE	FIRST NAME
LAST NAME	
POSITION	
EMAIL	
DELEGATE 3: AMI MEMBER? YES NO	CPM MEMBER? YES NO
TITLE	FIRST NAME
LAST NAME	
POSITION	
EMAIL	
DELEGATE 4: AMI MEMBER? YES NO	CPM MEMBER? YES NO
TITLE	FIRST NAME
LAST NAME	
POSITION	
EMAIL	

### Payment Details

AMOUNT PAYABLE [ \$ ]

[ ] PLEASE INVOICE MY COMPANY

[ ] CHEQUE Payable to Australian Marketing Institute

[ ] CREDIT CARD [ ] AMEX [ ] VISA [ ] DINERS [ ] MASTERCARD

CREDIT CARD NUMBER EXPIRY DATE

NAME ON CARD

SIGNATURE

Australian Marketing Institute ABN 30 000 026 586. All prices include GST. This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Ensure you have provided your email address. Registrations without payment will not be processed. Delegates must sign the form to validate the registration. Should you be unable to attend, a substitute delegate is welcome at no extra charge. Alternatively, a full refund, less a \$164 service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

**National Workshop Attendance:** To ensure that our 2012 program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2012. This offer is limited to the first four (4) members per workshop and applies to one day and two day Foundation Workshops only.

**Insurance:** Registration fees do not include personal, travel or medical insurance of any kind. Participants are advised that a travel insurance policy be taken out to cover loss, cancellation, medical cover, etc for any reason. The Event Managers do not take any responsibility for any attendees failing to insure.

**Disclaimer:** The information contained in this publication is correct at the time of printing. The Australian Marketing Institute reserves the right to alter or delete items from the program as circumstances dictate and takes no responsibility for any errors, omissions and changes. Check [www.ami.org.au](http://www.ami.org.au) for updates.

### Choose Your Registration

**Two Day Workshops:** CPM \$760 | AMI MEMBER \$790 | NON MEMBER \$990  
INTERSTATE\* CPM \$380 | INTERSTATE\* AMI MEMBER \$395 \* If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk \*

		DELEGATE NUMBER			
		1	2	3	4
	<b>Principles of Marketing</b>				
	NSW - Sydney	12-13 March			
	VIC - Melbourne	22-23 March			
	QLD - Brisbane	3-4 May			
	NSW - Sydney	21-22 May			
	WA - Perth	7-8 June			
	SA - Adelaide	23-24 July			
	VIC - Melbourne	6-7 August			
	NSW - Sydney	27-28 August			
	NSW - Sydney	5-6 November			
VIC - Melbourne	13-14 November				
	<b>Effective Marketing Plans from Strategy to Tactics</b>				
	NSW - Sydney	29-30 March			
	VIC - Melbourne	10-11 May			
	NSW - Sydney	14-15 June			
	VIC - Melbourne	10-11 September			
	NSW - Sydney	17-18 September			
	QLD - Brisbane	15-16 October			
	SA - Adelaide	25-26 October			
	NSW - Sydney	22-23 November			
	VIC - Melbourne	29-30 November			
	<b>Marketing for Professional Services</b>				
	VIC - Melbourne	16-17 May			
	NSW - Sydney	16-17 July			
	QLD - Brisbane	3-4 September			
	<b>Social Media Applications for Business</b>				
	NSW - Sydney	19-20 March			
	SA - Adelaide	1-2 May			
	VIC - Melbourne	22-23 May			
	QLD - Brisbane	5-6 June			
	WA - Perth	5-6 September			
	NSW - Sydney	10-11 September			
VIC - Melbourne	21-22 November				
	<b>Business and Public Relations Writing</b>				
	NSW - Sydney	6-7 March			
	VIC - Melbourne	13-14 March			
	WA - Perth	8-9 May			
	SA - Adelaide	29-30 May			
	NSW - Sydney	17-18 July			
	VIC - Melbourne	4-5 September			
QLD - Brisbane	16-17 October				
	<b>Project Management Skills for Marketing Professionals</b>				
	NSW - Sydney	31 May - 1 June			
	QLD - Brisbane	18-19 June			
	VIC - Melbourne	15-16 November			

**One Day Workshops:** CPM \$560 | AMI MEMBER \$590 | NON MEMBER \$790  
INTERSTATE\* CPM \$280 | INTERSTATE\* AMI MEMBER \$295 \* If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk \*

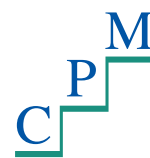
	<b>Principles of Digital Marketing</b>				
	WA - Perth	28 March			
	NSW - Sydney	8 May			
	QLD - Brisbane	10 May			
	NSW - Sydney	20 June			
	VIC - Melbourne	16 August			
	VIC - Melbourne	18 September			
	<b>Principles of Marketing Budgets</b>				
	VIC - Melbourne	27 July			
	NSW - Sydney	31 August			
	<b>Market Research for Marketers</b>				
NSW - Sydney	30 August				
	<b>Measuring Marketing Performance</b>				
	NSW - Sydney	22 March			
	TAS - Hobart	25 July			
VIC - Melbourne	30 October				
	<b>Segmentation for Competitive Advantage</b>				
	VIC - Melbourne	18 May			
	NSW - Sydney	30 July			
TAS - Hobart	27 September				
	<b>Principles of Media Release Writing</b>				
	NSW - Sydney	1 May			
	VIC - Melbourne	25 July			
QLD - Brisbane	29 August				
	<b>Principles of Online Writing</b>				
	VIC - Melbourne	13 June			
	QLD - Brisbane	23 October			
NSW - Sydney	13 November				
	<b>Principles of Service Design</b>				
	NSW - Sydney	22 June			
	VIC - Melbourne	10 August			

# FOUNDATION WORKSHOPS

2012 PROGRAM



AUSTRALIAN  
MARKETING  
INSTITUTE



CERTIFIED  
PRACTISING  
MARKETER



## Principles of Digital Marketing

WA 28 March  
NSW 8 May  
QLD 10 May  
NSW 20 June  
VIC 16 August  
VIC 18 September  
SA 19 September  
QLD 6 November



## Principles of Marketing

NSW 12-13 March  
VIC 22-23 March  
QLD 3-4 May  
NSW 21-22 May  
WA 7-8 June  
SA 23-24 July  
VIC 6-7 August  
NSW 27-28 August  
NSW 5-6 November  
VIC 13-14 November



## Principles of Marketing Budgets **New!**

VIC 27 July  
NSW 31 August



## Effective Marketing Plans from Strategy to Tactics

NSW 29-30 March  
VIC 10-11 May  
NSW 14-15 June  
VIC 10-11 September  
NSW 17-18 September  
QLD 15-16 October  
SA 25-26 October  
NSW 22-23 November  
VIC 29-30 November



## Marketing for Professional Services

VIC 16-17 May  
NSW 16-17 July  
QLD 3-4 September



## Market Research for Marketers

NSW 30 August



## Measuring Marketing Performance

NSW 22 March  
TAS 25 July  
VIC 30 October



## Segmentation for Competitive Advantage

VIC 18 May  
NSW 30 July  
TAS 27 September



## Social Media Applications for Business

NSW 19-20 March  
SA 1-2 May  
VIC 22-23 May  
QLD 5-6 June  
WA 5-6 September  
NSW 10-11 September  
VIC 21-22 November



## Business and Public Relations Writing

NSW 6-7 March  
VIC 13-14 March  
WA 8-9 May  
SA 29-30 May  
NSW 17-18 July  
VIC 4-5 September  
QLD 16-17 October



## Principles of Media Release Writing

NSW 1 May  
VIC 25 July  
QLD 29 August



## Principles of Online Writing **New!**

VIC 13 June  
QLD 23 October  
NSW 13 November



## Principles of Service Design **New!**

NSW 22 June  
VIC 10 August



## Project Management Skills for Marketing Professionals

NSW 31 May - 1 June  
QLD 18-19 June  
VIC 15-16 November

Book three participants and your fourth attends free of charge!