



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

FOUNDATION WORKSHOPS

2011 PROGRAM

	PRINCIPLES OF MARKETING		PRINCIPLES OF DIGITAL MARKETING	
		MARKETING FOR PROFESSIONAL SERVICES		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS				NEW IN 2011 SEGMENTATION FOR COMPETITIVE ADVANTAGE
	PRINCIPLES OF MEDIA RELEASE WRITING	PRINCIPLES OF PUBLIC RELATIONS		BUSINESS AND PUBLIC RELATIONS WRITING
	NEW IN 2011 MEDIA RELEASE WRITING EXTENSION			PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS

FOUNDATION WORKSHOPS

2011 PROGRAM



The Australian Marketing Institute's 2011 Foundation Workshops program includes two 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 2011 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 2011 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 2011 Foundation Workshops program can be customised along with other areas of importance for an organisation.



WORKSHOP LOCATIONS

Adelaide

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

Brisbane

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

Hobart

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

Melbourne

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

Perth

Cliftons Perth
Mezzanine Level, Australia Place
Corner St George's Terrace
and William Streets
Perth WA 6000
Tel: 08 9480 0999

Sydney

Cliftons Sydney
Level 8, 190 George Street
Sydney NSW 2000
Tel: 02 9250 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 or email events@ami.org.au

Introduction to Marketing Concepts



PRINCIPLES OF MARKETING | page 4

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



PRINCIPLES OF DIGITAL MARKETING | page 5

Increase your understanding of the shift in traditional marketing caused by digital technology and how best to harness digital marketing for your organisation.

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 | page 6

Leverage your marketing knowledge to create effective marketing plans.



MARKETING FOR PROFESSIONAL SERVICES | page 7

Marketing has traditionally been a very tangible product based concept and this workshop looks at the intangibles of marketing services B2B and B2C with a relationship focus.



SOCIAL MEDIA APPLICATIONS FOR BUSINESS | page 8

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



SEGMENTATION FOR COMPETITIVE ADVANTAGE | page 9

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

Communication and Project Management



BUSINESS AND PUBLIC RELATIONS WRITING | page 10

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



PRINCIPLES OF PUBLIC RELATIONS | page 11

An intensive workshop aimed to equip participants with introductory level public relations as a critical component of marketing communications.



PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS | page 12

Learn about the synergies of a project orientation and implementing marketing strategies and tactics by understanding the technical and sociocultural aspects of project management.

Advanced Understanding of Communications

It is recommended that participants have a basic knowledge of marketing or communications concepts.



PRINCIPLES OF MEDIA RELEASE WRITING | page 13

This workshop is designed for those in marketing and communications with little or no experience in media release writing.



MEDIA RELEASE WRITING EXTENSION | page 14

Provides intensive hands-on development of media release writing to equip participants to effectively target media.



WORKSHOPS OVERVIEW

The expanded 2011 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 completion 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

Individuals may register online at www.ami.org.au

Book three participants and your fourth attends free of charge!



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 including topic podcasts.



WORKSHOP DATES

Sydney: 14 - 15 March

Melbourne: 21 - 22 March

Brisbane: 5 - 6 May

Sydney: 19 - 20 May

Perth: 9 - 10 June

Adelaide: 25 - 26 July

Melbourne: 8 - 9 August

Sydney: 29 - 30 August

Melbourne: 3 - 4 November

Sydney: 7 - 8 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 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 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 Social Tools

- Introduction to the concept of social referral
- Introduction to the primary social media tools for business
- Introduction to strategy for use of social tools
- Measurement of social media for marketing



WORKSHOP DATES

- Perth: 28 April
- Sydney: 10 May
- Brisbane: 17 May
- Sydney: 21 June
- Hobart: 26 July
- Melbourne: 16 August
- Melbourne: 20 September
- Adelaide: 27 September
- Brisbane: 4 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 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 including topic podcasts.



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



WORKSHOP DATES

Melbourne: 28 - 29 April

Sydney: 16 - 17 June

Melbourne: 12 - 13 September

Sydney: 19 - 20 September

Brisbane: 17 - 18 October

Adelaide: 27 - 28 October

Sydney: 21 - 22 November

Melbourne: 28 - 29 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 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



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 including topic podcasts.



WORKSHOP DATES

Melbourne: 16 - 17 May
 Sydney: 18 - 19 July
 Brisbane: 5 - 6 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



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

Introducing Social Media

Productivity Tools

- How can using social media tools increase productivity?

- Demonstration and practical use of tools

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

- Sydney: 16 - 17 March
- Adelaide: 3 - 4 May
- Melbourne: 25 - 26 May
- Brisbane: 8 - 9 June
- Perth: 7 - 8 September
- Sydney: 14 - 15 September
- Hobart: 9 - 10 November
- Melbourne: 23 - 24 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



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 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 DATES

Sydney: 27 June

Melbourne: 10 August



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 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



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, corporate profiles, 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 get 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

- Sydney: 7 - 8 March
- Melbourne: 15 - 16 March
- Brisbane: 29 - 30 March
- Perth: 10 - 11 May
- Hobart: 24 - 25 May
- Adelaide: 21 - 22 June
- Sydney: 16 - 17 August
- Melbourne: 6 - 7 September



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 grammatical considerations

Format

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

Media Releases

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

Corporate Profiles

- 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

Annual Reports

- Structure
- Language
- Legal requirements
- Process

Other Writing

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

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 PUBLIC RELATIONS

Facilitator: Jo Wallace

This two day intensive workshop aims to equip participants with introductory level public relations and covers the core components within the realm of communications. Participants will look at the fundamental components of public relations – definitions, image, reputation and types of public relations and will actively look at the planning and execution of public relations strategies.

In the workshop, participants will also learn how to respond to a client or manager's brief as well as covering analysis of public relations campaigns and how to measure and report on those campaigns. Participants will also look at what makes the news, how to attract media attention, launches and special events and target audience analysis. Work in media release writing basics, media list building, database management and media release distribution will also be included.



WORKSHOP DATES

Melbourne: 7 - 8 June

Brisbane: 15 - 16 November

Sydney: 22 - 23 November



WHO SHOULD ATTEND

This workshop is designed for marketing professionals whose roles require them to cross over into the public relations arena. It is also suitable for those who have formal qualifications in marketing yet are crossing over into a communications focused role.

For those looking to move into a public relations career, this workshop provides them with a solid understanding of the fundamentals. Marketing practitioners stepping into marcomms, or managers and business owners seeking to better understand the public relations arena would also benefit from this workshop.



WORKSHOP OUTLINE

Public Relations Fundamentals

- Definitions
- Image
- Reputation
- Types of public relations

Public Relations Planning

- The public relations management process
- Public relations planning and execution

Briefing Process

- Responding to a client brief
- How to source an effective brief

Campaign Analysis and Reporting

- Analysis
- Reporting
- How to measure a PR campaign

Media

- What makes the news?
- How to attract media attention
- Launches and special events

Target Audience

- Target audience analysis

Media Release Writing

- Introduction to media release writing
- Effective strategies for writing a media release
- Layout of a media release

Targeting Media

- Knowing who to target and when
- Media list building
- Media database management
- Media release distribution

FOUNDATION WORKSHOPS

2011 PROGRAM



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 2007 as a desktop tool to assist your efforts. We also look at Project Web Access and other ways of communicating your challenge 24/7 globally.

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

Please bring your laptop computer to this workshop.



WORKSHOP DATES

Sydney: 7 - 8 April

Brisbane: 2 - 3 June

Melbourne: 17 - 18 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 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 2007 - the tour
- Inputs and outputs
- Make it work for you

Computers for Communication

- Online tools for keeping everyone up to speed
- Web Access, Basecamp, Outlook

Projects

- Proposals
- Implementation
- Evaluation

People in Projects

- Engaging people
- Resources and communication

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 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

Sydney: 3 May

Melbourne: 26 July

Brisbane: 30 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. Participants may like to follow this workshop with the one day Media Release Writing Extension workshop which provides them with a comprehensive two day media release writing program.



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.

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



MEDIA RELEASE WRITING EXTENSION



Facilitator: Jo Wallace

This one day intensive workshop aims to equip participants with advanced media release writing skills. The workshop is hands on and encourages participants to further examine strategies that will enhance their media release writing skills with the aim of getting their release picked up by journalists.

Participants will learn to be ruthless when it comes to editing as well as learn how to follow up on a release and pitch it to the right journalist. Through this workshop participants will also learn about tailoring their story for different media and creating a variety of angles to suit different media outlets.



WORKSHOP DATES

Melbourne: 27 July
Brisbane: 31 August



WORKSHOP OUTLINE

Targeting Your Story

- Hard and soft news stories
- Changing your approach to suit your target media

Quotable Quotes

- Furthering skills in sourcing quotes
- Looking for different people to quote to interest the media
- Attributing your sources correctly

Hooks

- Finding the right hook to hook them in
- Angles
- Telling the story from different perspectives
- Changing the angle
- Having different angles ready to roll

Editing

- Avoiding the pitfalls of ineffective media release writing
- Being ruthless when it comes to editing your work

Language

- The best language to get your message across effectively

Pitching in to Media

- How to follow up your release



WHO SHOULD ATTEND

Marketing and communication professionals who need to hone 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 and have some experience in media release writing.

This workshop follows the Principles of Media Release Writing workshop for those wishing to undertake two full days of media release writing study.

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

FOUNDATION WORKSHOPS

2011 PROGRAM



FACILITATORS FOR THE 2011 FOUNDATION WORKSHOPS

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.

Andrew Mashman BBus (Marketing), MBus (Management), AMAMI 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 has also worked in areas of sports and entertainment and was part of the Australian Design Award winning Hunwick Harrop Australian Motorcycle project.

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. In 2010 Andrew was a judge for the Australian Marketing Institute Marketing Excellence Awards.

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.

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.



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

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.

Australian Marketing Institute Membership

For more information about joining the Australian Marketing Institute 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

Website: www.ami.org.au



March

7-8	SYDNEY		BUSINESS AND PUBLIC RELATIONS WRITING
14-15	SYDNEY		PRINCIPLES OF MARKETING
15-16	MELBOURNE		BUSINESS AND PUBLIC RELATIONS WRITING
16-17	SYDNEY		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
21-22	MELBOURNE		PRINCIPLES OF MARKETING
29-30	BRISBANE		BUSINESS AND PUBLIC RELATIONS WRITING

April

7-8	SYDNEY		PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS
28-29	MELBOURNE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
28	PERTH		PRINCIPLES OF DIGITAL MARKETING

May

3	SYDNEY		PRINCIPLES OF MEDIA RELEASE WRITING
3-4	ADELAIDE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
5-6	BRISBANE		PRINCIPLES OF MARKETING
10	SYDNEY		PRINCIPLES OF DIGITAL MARKETING
10-11	PERTH		BUSINESS AND PUBLIC RELATIONS WRITING
16-17	MELBOURNE		MARKETING FOR PROFESSIONAL SERVICES
17	BRISBANE		PRINCIPLES OF DIGITAL MARKETING
19-20	SYDNEY		PRINCIPLES OF MARKETING
24-25	HOBART		BUSINESS AND PUBLIC RELATIONS WRITING
25-26	MELBOURNE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS

June

2-3	BRISBANE		PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS
7-8	MELBOURNE		PRINCIPLES OF PUBLIC RELATIONS
8-9	BRISBANE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
9-10	PERTH		PRINCIPLES OF MARKETING
16-17	SYDNEY		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
21	SYDNEY		PRINCIPLES OF DIGITAL MARKETING
21-22	ADELAIDE		BUSINESS AND PUBLIC RELATIONS WRITING
27	SYDNEY		SEGMENTATION FOR COMPETITIVE ADVANTAGE

July

18-19	SYDNEY		MARKETING FOR PROFESSIONAL SERVICES
25-26	ADELAIDE		PRINCIPLES OF MARKETING

26	HOBART		PRINCIPLES OF DIGITAL MARKETING
26	MELBOURNE		PRINCIPLES OF MEDIA RELEASE WRITING
27	MELBOURNE		MEDIA RELEASE WRITING EXTENSION

August

8-9	MELBOURNE		PRINCIPLES OF MARKETING
10	MELBOURNE		SEGMENTATION FOR COMPETITIVE ADVANTAGE
16	MELBOURNE		PRINCIPLES OF DIGITAL MARKETING
16-17	SYDNEY		BUSINESS AND PUBLIC RELATIONS WRITING
29-30	SYDNEY		PRINCIPLES OF MARKETING
30	BRISBANE		PRINCIPLES OF MEDIA RELEASE WRITING
31	BRISBANE		MEDIA RELEASE WRITING EXTENSION

September

5-6	BRISBANE		MARKETING FOR PROFESSIONAL SERVICES
6-7	MELBOURNE		BUSINESS AND PUBLIC RELATIONS WRITING
7-8	PERTH		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
12-13	MELBOURNE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
14-15	SYDNEY		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
19-20	SYDNEY		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
20	MELBOURNE		PRINCIPLES OF DIGITAL MARKETING
27	ADELAIDE		PRINCIPLES OF DIGITAL MARKETING

October

17-18	BRISBANE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
27-28	ADELAIDE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

November

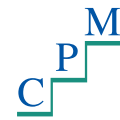
3-4	MELBOURNE		PRINCIPLES OF MARKETING
4	BRISBANE		PRINCIPLES OF DIGITAL MARKETING
7-8	SYDNEY		PRINCIPLES OF MARKETING
9-10	HOBART		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
15-16	BRISBANE		PRINCIPLES OF PUBLIC RELATIONS
17-18	MELBOURNE		PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS
21-22	SYDNEY		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS
22-23	SYDNEY		PRINCIPLES OF PUBLIC RELATIONS
23-24	MELBOURNE		SOCIAL MEDIA APPLICATIONS FOR BUSINESS
28-29	MELBOURNE		EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

FOUNDATION WORKSHOPS

2011 PROGRAM - REGISTRATION FORM



AUSTRALIAN MARKETING INSTITUTE



CERTIFIED PRACTISING MARKETER

HOW TO REGISTER

Complete and submit this registration form. Individuals may register online.

Email: events@ami.org.au

Fax: 1300 131 468

Mail: Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001

Online: www.ami.org.au

Your Details

Please write clearly and use a ballpoint 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			
EMAIL			

DELEGATE 2: AMI MEMBER? YES NO CPM MEMBER? YES NO

TITLE	FIRST NAME		
LAST NAME			
EMAIL			

DELEGATE 3: AMI MEMBER? YES NO CPM MEMBER? YES NO

TITLE	FIRST NAME		
LAST NAME			
EMAIL			

DELEGATE 4: AMI MEMBER? YES NO CPM MEMBER? YES NO

TITLE	FIRST NAME		
LAST NAME			
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.

Choose Your Registration

TWO DAY WORKSHOPS: CPM \$750 | AMI MEMBER \$790 | NON MEMBER \$980
INTERSTATE* CPM \$375 | 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
PRINCIPLES OF MARKETING					
Sydney	14 - 15 March				
Melbourne	21 - 22 March				
Brisbane	5 - 6 May				
Sydney	19 - 20 May				
Perth	9 - 10 June				
Adelaide	25 - 26 July				
Melbourne	8 - 9 August				
Sydney	29 - 30 August				
Melbourne	3 - 4 November				
Sydney	7 - 8 November				
EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS					
Melbourne	28 - 29 April				
Sydney	16 - 17 June				
Melbourne	12 - 13 September				
Sydney	19 - 20 September				
Brisbane	17 - 18 October				
Adelaide	27 - 28 October				
Sydney	21 - 22 November				
Melbourne	28 - 29 November				
MARKETING FOR PROFESSIONAL SERVICES					
Melbourne	16 - 17 May				
Sydney	18 - 19 July				
Brisbane	5 - 6 September				
SOCIAL MEDIA APPLICATIONS FOR BUSINESS					
Sydney	16 - 17 March				
Adelaide	3 - 4 May				
Melbourne	25 - 26 May				
Brisbane	8 - 9 June				
Perth	7 - 8 September				
Sydney	14 - 15 September				
Hobart	9 - 10 November				
Melbourne	23 -24 November				
BUSINESS AND PUBLIC RELATIONS WRITING					
Sydney	7 - 8 March				
Melbourne	15 - 16 March				
Brisbane	29 - 30 March				
Perth	10 - 11 May				
Hobart	24 - 25 May				
Adelaide	21 - 22 June				
Sydney	16 - 17 August				
Melbourne	6 - 7 September				
PRINCIPLES OF PUBLIC RELATIONS					
Melbourne	7 - 8 June				
Brisbane	15 - 16 November				
Sydney	22 - 23 November				
PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS					
Sydney	7 - 8 April				
Brisbane	2 - 3 June				
Melbourne	17 - 18 November				

ONE DAY WORKSHOPS: CPM \$550 | AMI MEMBER \$590 | NON MEMBER \$780
INTERSTATE* CPM \$275 | INTERSTATE* AMI MEMBER \$295 * If attending as part of the National Workshop Attendance please mark delegate's box below with an asterisk *

		DELEGATE NUMBER			
		1	2	3	4
PRINCIPLES OF DIGITAL MARKETING					
Perth	28 April				
Sydney	10 May				
Brisbane	17 May				
Sydney	21 June				
Hobart	26 July				
Melbourne	16 August				
Melbourne	20 September				
Adelaide	27 September				
Brisbane	4 November				
SEGMENTATION FOR COMPETITIVE ADVANTAGE					
Sydney	27 June				
Melbourne	10 August				
PRINCIPLES OF MEDIA RELEASE WRITING					
Sydney	3 May				
Melbourne	26 July				
Brisbane	30 August				
MEDIA RELEASE WRITING EXTENSION					
Melbourne	27 July				
Brisbane	31 August				

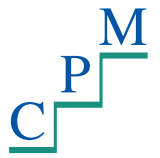
NATIONAL WORKSHOP ATTENDANCE: To ensure that our 2011 program is accessible to members nationally, a 50% discount rate is available for members who wish to attend a workshop not scheduled within their home state during 2011. This offer is limited to the first four (4) members per workshop and applies to one day and two day Foundation Workshops only.

INSURANCE: Registration fees do not include personal, travel or medical insurance of any kind. Delegates 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 for updates.



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

FOUNDATION WORKSHOPS

2011 PROGRAM



PRINCIPLES OF MARKETING

Sydney: 14 - 15 March
Melbourne: 21 - 22 March
Brisbane: 5 - 6 May
Sydney: 19 - 20 May
Perth: 9 - 10 June
Adelaide: 25 - 26 July
Melbourne: 8 - 9 August
Sydney: 29 - 30 August
Melbourne: 3 - 4 November
Sydney: 7 - 8 November



MARKETING FOR PROFESSIONAL SERVICES

Melbourne: 16 - 17 May
Sydney: 18 - 19 July
Brisbane: 5 - 6 September



BUSINESS AND PUBLIC RELATIONS WRITING

Sydney: 7 - 8 March
Melbourne: 15 - 16 March
Brisbane: 29 - 30 March
Perth: 10 - 11 May
Hobart: 24 - 25 May
Adelaide: 21 - 22 June
Sydney: 16 - 17 August
Melbourne: 6 - 7 September



SOCIAL MEDIA APPLICATIONS FOR BUSINESS

Sydney: 16 - 17 March
Adelaide: 3 - 4 May
Melbourne: 25 - 26 May
Brisbane: 8 - 9 June
Perth: 7 - 8 September
Sydney: 14 - 15 September
Hobart: 9 - 10 November
Melbourne: 23 - 24 November



PRINCIPLES OF PUBLIC RELATIONS

Melbourne: 7 - 8 June
Brisbane: 15 - 16 November
Sydney: 22 - 23 November



PRINCIPLES OF DIGITAL MARKETING

Perth: 28 April
Sydney: 10 May
Brisbane: 17 May
Sydney: 21 June
Hobart: 26 July
Melbourne: 16 August
Melbourne: 20 September
Adelaide: 27 September
Brisbane: 4 November



SEGMENTATION FOR COMPETITIVE ADVANTAGE

Sydney: 27 June
Melbourne: 10 August



PRINCIPLES OF MEDIA RELEASE WRITING

Sydney: 3 May
Melbourne: 26 July
Brisbane: 30 August



EFFECTIVE MARKETING PLANS FROM STRATEGY TO TACTICS

Melbourne: 28 - 29 April
Sydney: 16 - 17 June
Melbourne: 12 - 13 September
Sydney: 19 - 20 September
Brisbane: 17 - 18 October
Adelaide: 27 - 28 October
Sydney: 21 - 22 November
Melbourne: 28 - 29 November



PROJECT MANAGEMENT SKILLS FOR MARKETING PROFESSIONALS

Sydney: 7 - 8 April
Brisbane: 2 - 3 June
Melbourne: 17 - 18 November



MEDIA RELEASE WRITING EXTENSION

Melbourne: 27 July
Brisbane: 31 August

For more information about Australian Marketing Institute 2011 Program including workshops, conferences and calendar of events:

Tel: 1300 737 445 | Email: events@ami.org.au | Website: www.ami.org.au