

Free Community Workshop.

Workshop facilitated by Kathryn Jenkins, who is a highly experienced and masters qualified learning and development professional, Manager, Coach and Facilitator. Kathryn provides training and consulting services in the areas of community management and governance, people management and effective personal leadership skills.

We aim to make this event accessible and inclusive for the whole community. If you would like to attend this event and have specific dietary requirements or access needs please contact Mitchell Shire Council and we will do our best to accommodate you.

Raising the Profile of your Community Organisation.

This training workshop is delivered as an interactive and practical session, designed to provide best practice marketing strategies and methods to help lift the profile and brand awareness of community organisations.

Content and Learning Outcomes to be covered in this session will include:

1. The principles of marketing and promotion and brand awareness
2. The different (low cost) ways to market your program/organisation
3. How to develop a marketing plan, using targeted promotional activities
4. How to make best use of different multiple (including online) marketing platforms

When: 6pm to 8pm, Wednesday 20 February 2018
Registration and light refreshments available from 5-6.30pm.

Where: Council Chambers, 113 High Street, Broadford
Car parking available via Murchison Street in the Council car park.

RSVP: By Sunday 25 February 2018 via Eventbrite:
<https://workshop-raisingtheprofile.eventbrite.com>

Please call Community Development on 5734 6200 or email community.development@mitchellshire.vic.gov.au for more information. Bookings are essential, limited spaces available.

Contact us:

t: (03) 5734 6200

e: mitchell@mitchellshire.vic.gov.au

w: www.mitchellshire.vic.gov.au

MITCHELL SHIRE COUNCIL

