

FIS CULTURE - TRAINING PROGRAMME

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MARKETING ON A SHOESTRING

In the current climate it is even harder to pull in a audience and paying for advertising is both expensive and does not always work.

This session will explore various ways to get your message out to your intended audience without breaking the bank. As well as looking at the usual tricks of the trade, you will also be able to share your experiences with each other.

Being creative is often more successful than paying too much on costly advertisements.

Saturday 11th July 2009 1.30pm – 4pm

Manchester World Irish Heritage Centre
Queens Road, Cheetham Hill, Manchester

Saturday 26th June 2009 1.30pm – 4pm

FIS London Office
95 White Lion Street, Islington, London, N1 9PF

Course content:

- The marketing mix
- Your product
- Identifying the best tools for you
- Using technology
- Working with the press
- Umbrella campaigns
- Do your brochures and programmes work for you?