

MARKETING TRAINING



SEPARATELY BOOKABLE SEMINARS

Online & New Media Marketing Campaigns

15TH & 16TH JUNE 2011, AUCKLAND
13TH & 14TH JULY 2011, WELLINGTON

Social media-powered marketing for building buzz, generating sales leads and driving customer engagement

Simon & Marie Young



Copywriting: Write with Power, Impact & Persuasion

22ND & 23RD JUNE 2011, AUCKLAND
4TH & 5TH JULY 2011, WELLINGTON

If you're in Marketing, PR, Advertising or Communications you can't afford to write any other way

Paul White



Marketing Essentials

14TH & 15TH JULY 2011, AUCKLAND

Best practice tools & techniques for today's marketing manager

Tom Agee



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Online & New Media Marketing Campaigns

AUCKLAND
15TH & 16TH
JUNE 2011
SEBEL HOTEL

WELLINGTON
13TH & 14TH
JULY 2011
MUSEUM HOTEL



COURSE OUTLINE

Marketing in the Age of Authenticity

- Why the Age of Authenticity is a genuine revolution
- How we got here - the roots of the revolution, and how they should shape your strategy
- How social media is transforming marketing, media and communications worldwide
- Overview of social media platforms and tools

Setting Goals, Objectives, Strategies and Tactics

- What can social media achieve for your marketing?
- What are your organisations goals?
- Email and Search Engine Optimisation

Email

- Developing an email strategy
- Integrating email marketing with traditional marketing methods
- Understanding and complying with the Unsolicited Electronic Messages (Spam) Act 2007

Search Engine Optimisation

- Search Engine Overview/Basics: Google, Bing & Yahoo
- Natural Search, News Search, Blog Search and just plain search
- Creating a search friendly website
- Using keywords appropriately
- Understanding analytics and responding to trends
- The relationship between blogging and search
- Exercise: What is your Google footprint?

Blogs, Blogging and Blogger Relations

- Creating a blog that people will actually want to read
- Google friendly blogs, SEO and promotion
- Online etiquette
- RSS and feeds
- Integrating your blog with your marketing campaign
- Exercise: Setting up a blog using free software

Twitter & Microblogging

- Twitter: What can I say in 140 characters?
- Power tips for gaining a large, interested twitter following
- Case study: Using Twitter as a Customer Service Tool in NZ
- Exercise: Setting up a twitter account

Social Networks – People

- Which network is appropriate for your customers & stakeholders
- Exercise: What is your personal brand online?
- Power social networking – using social networking clients
- Social networking etiquette – avoiding spam and creating engagement

Social Networks – Content

- Social Media Optimisation
- Linkability
- Tagging and bookmarking

- Inbound links
- Mobility of content
- Encouraging mashups
- Syndication
- Social Bookmarking i.e. Digg/Reddit /Stumbleupon/ Del.icio.us etc

Video for Effective Marketing and Communication

- The who, the where, the what and they why of online video
- Cost effectively producing, editing, uploading and distributing videos simultaneously
- Newbie Mistakes and how to avoid them
- Exercise: Shoot, transfer, edit and upload video to YouTube
- Video Search Engine Optimisation
- Corporate policies, copyright and fair use issues
- Case Studies

Mobile and Location-Based Services

- Mobile social media – trends
- Current Opportunities – txt
- Future opportunities – rich media

Keeping Your Finger on the Pulse

- Google alerts
- Hashtags
- Tracking results – analytics and statistics
- User Generated Media Monitoring tools and techniques
- Responding to criticism and reputation management online
- Exercise: Setting up alerts to track your organisations online reputation

Putting it All Together

- The appropriateness of social media for your message
- Matching the appropriate media to your customer
- Challenges and Risks?
- Questions, Answers & Wrap Up



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If six or more staff in your organisation would benefit from training, you should consider our customised in-house solution.

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Copywriting: Write with Power, Impact & Persuasion

AUCKLAND
22ND & 23RD
JUNE 2011,
MERCURE HOTEL

WELLINGTON
4TH & 5TH
JULY 2011,
INTERCONTINENTAL HOTEL



COURSE OUTLINE

www.brightstar.co.nz

Introduction

- Powerful writing – key elements
- What makes powerful and persuasive writing?

Headlines not Deadlines

- How to make your headlines more than just bigger and bolder
- Powerful emotions - 17 triggers that people respond to every time
- Techniques that work every time
- Headlines and illustrations , how do they work together?
- The cosmetics of a headline

Practical exercise:

Using the same product/brand, create one headline for each of the 17 emotional triggers

Practical exercise:

Create a separate headline for a product/brand using each of the taught techniques

Practical exercise:

Here's the picture, what are the best words to match it?

Don't just Fill a Page, Make Contact

- The effective writing process
- General marketing/PR copy writing rules
- Great openings
- Better middles
- The Best endings
- Applying copywriting principles to business and expressive writing
- The power of active verbs
- Writing to win without overstatements and hype
- Useless adjectives
- Language you must avoid at all costs

Practical exercise:

Rewrite the first line of a number of advertisements or marketing documents in a way that compels the reader to read on.

Practical exercise:

Given a list of copy points, construct copy that includes all of the necessary points in a persuasive and engaging way.

What are you Writing? And Why that Matters

- The epitome of persuasion – press advertisements
- Writing for the ear – radio advertisements
- You're writing a TVC, not a screenplay
- Press releases, not company statements

- Editorial or advertorial, what's the difference?
 - The best writing for product labels
 - The difference between writing for the web and writing for print
 - Let's get technical
- *The above may vary depending on attendees' requirements*

Practical exercise:

Delegates will be asked to choose at least two media they normally write for and then produce a piece that demonstrates and takes account of the topics covered above.

Is There Anybody out There?

- You've written it, but will they read it?
- How to evaluate and assess your copy

Be Hard on Yourself, Easy on Your Reader

- Using language that engages the reader
- Sentence length versus paragraph length
- When and how to use subheadings
- Discerning benefits from features and choosing those which appeal most to the reader
- Hard-selling copy vs. persuasive copy
- Clichés and alternatives that work
- Writing for different audiences – e.g. youth v.s. baby boomers v.s. grey markets etc.
- Jargon or inside knowledge, which is better for effective writing?
- Business to Consumer writing
- Business to Business writing
- Technical writing in marketing/advertising context
- Practical exercise:
- Take an advertisement or marketing document that is largely bullet points and
- turn this into engaging and effective copy

Practical exercise:

- Write the same piece twice, each with two different target audiences in mind
- Writing in Highly Regulated Environments
- Information for financial services/products
- Pharmaceuticals

Marketing/Advertising Laws you Need to be Aware of in Copywriting

- Legal compliance: Do's and Don'ts in copywriting for Marketing, PR & Advertising
- Examples of common pitfalls



TWO CONFERENCES YOU MAY BE INTERESTED IN

Social Media

28 June, 2011 Stamford Plaza, Auckland

Mobile Marketing

29 June, 2011 Stamford Plaza, Auckland



Marketing Essentials

AUCKLAND
14TH & 15TH
JULY 2011
SEBEL HOTEL



COURSE OUTLINE

The Core Principle of Marketing: Meeting Customer Needs

- Taking an outside-in approach: Putting customer needs first
- The 4C's have replaced the 4P's
- Structuring marketing efforts based on customer requirements and preferences
- The role of value creation in acquiring and retaining customers
- Finding out what customers value most and delivering it better than the competition

Creating a Market-Oriented Company

- Harnessing new developments in marketing to meet your company's objectives
- Defining your company's vision and mission through marketing
- Everyone's a marketer
- Strategies: The road to your success
- Customer Experience Management

Developing a Competitive Marketing Strategy

- Understanding the competitive landscape
- Techniques for anticipating and understanding competitors' responses
- How to respond to competitive initiatives
- Understanding the post recession consumer

Selecting your Target Market

- Choosing the most promising customers including consumer, business to business, and government audiences
- Reaching your target with the most suitable communication channels
- Product positioning as the foundation for developing the marketing mix

Creating, Positioning and Building your Brand

- Product and service positioning as the foundation for branding
- Discovering a framework for developing and managing strong brands
- Reviving an established brand
- Learning how to develop and sustain the competitive advantage of your brand

Product/Customer Solutions

- Optimising your product and service offerings
- Selling features versus benefits
- Differences between products and services
- Adding service to products and product to services
- Adding value to create vital points of difference

Place/Convenience: Building Distribution Channels that Work

- Channel conflict - who keeps the profits?
- Roles of distribution channels
- Wholesale and retail
- E-Commerce
- Multi-Channel Marketing

Pricing/Customer Cost: Avoiding the Traps of Under or Over-Pricing

- The "Goldilocks" approach - getting pricing just right
- Using customer value as a basis for pricing strategy
- Constructing responsive pricing strategies and tactics
- Shifting from cost to value based pricing

Promotion/Communication: Getting your Message Heard

- Ensuring your efforts are heard, understood, liked and remembered
- The sales force
- Advertising
- Public relations
- Sales promotion
- Viral marketing

Online and Social Media

- What the web will - and will not - do for your business
- Why do some websites fail to generate traffic?
- Using Social Media for Business to Business vs Consumer Markets
- New options: Facebook, LinkedIn, Twitter, Youtube, 2nd Life, etc

Demystifying Marketing Research

- How research leads to continuous improvement
- When to conduct market research and when not to
- Examining the pros and cons of different methods - qualitative and quantitative research
- Focus groups, telephone surveys, mail surveys, internet surveys
- Managing and measuring customer satisfaction programmes

Relationship Marketing: A Contemporary Approach

- Finding the right sort of relationship
- Loyalty and customer retention: Keeping your customers for the long term
- The principles of Lifetime Customer Value (LCV) and how to figure it
- Customer Relationship Management (CRM) and database marketing

Summary and Review

- Putting it all in context: The 12 Step Marketing Plan
- A quick tour of your future resource material: The Marketing Cookbook, Dashboard for Developing Marketing Plans, etc.
- Identifying your key take-outs

COURSE TIMES

Day 1 8.30am Registration & Coffee

Days 1 & 2 9.00am Start - 5.00pm Finish

Refreshment breaks, lunch and workbook material will be provided.



INSTRUCTOR PROFILES

Simon & Marie Young



Simon Young discovered social media as a freelance journalist for NZ Marketing Magazine, covering search marketing, email marketing and blogging, as well as the overall marketing mix. In 2004 his NZ Marketing Magazine cover story, Logging into Blogging, gave New Zealand businesses a taste for a new era where anyone can be a creator, consumer or curator of content.



Meanwhile, for the last 17 years Marie Young has worked on the front lines of business, providing customer service and training. She's seen how the little things can make a big difference to a company's strategy. Her passion is people, and as a trainer she taps into people's intrinsic desire to help others, turning written guidelines into living systems.

Paul White



Older than he looks, younger than he feels and still trying to figure out why, Paul White has been a copywriter for over 25 years. Right now he's also running NZ's first and only university Ad Creativity course at AUT University, as well as writing ads for his own clients. Paul has been creative director of four leading advertising agencies (Cogent in UK; Walkers, HKM - now Colenso BBDO, Short Brown White in NZ) and founding partner of two (Walkers and Short Brown White).

Corbans Wines, the Breast Cancer Foundation, Royal New Zealand Navy, Dunlop, ANZ Bank, AMP, Lion Nathan, Dominion Breweries, De Longhi, Pepsi, Mazda Cars, Gillette, SmithKline Beecham, Smeg, Wella, Coppertone, Camera House, Avis, Epson Computers and the New Zealand Herald are among the many clients with whom Paul has worked with successfully to date.

Tom Agee



Tom Agee is one of New Zealand's best known marketing educators, writers, speakers and consultants.

Tom is a popular conference speaker and workshop presenter who has presented to a broad spectrum of New Zealand organisations and is a prolific writer, widely read by New Zealand marketing practitioners. His column "One Consumer's Opinion" has appeared regularly in NZ Marketing Magazine since 1989 with more than 200 articles to his credit, a large portion focusing on customer service issues.

He has served on the judging panels of the annual Marketing Awards, Advertising Agency of the Year and Pharmacy Today Awards. In July 2004 he was inducted into the New Zealand Marketing Hall of Fame for his long-term contribution to marketing in this country - only the fourth person to be so honoured.



ABOUT THESE COURSES

Online & New Media Marketing Campaigns

This interactive seminar will have you learning through doing, breaking down of the barriers between you and social media success. You'll create blog posts, tweets, Facebook pages and YouTube videos, and - more importantly - learn more about the business value of these many channels to your company.

Copywriting: Write with Power, Impact and Persuasion

The course may suit some beginners with raw but evident talent, as well as those of you who have some copy writing experience but could do better with some grooming tips to give your copy writing the star rating it deserves.

Marketing Essentials

This course will be as valuable to the seasoned marketer looking to update his arsenal as it is to those recently moving into marketing roles and non marketers who need to have a better understanding of how they may contribute to their organisation's marketing success. Case studies include 42 Below, Icebreaker clothing, Consumer NZ and Vodafone.



GROUP DISCOUNTS

Register any two people on any 2 day courses from your organisation and get a **\$500** discount off the combined ticket price or register 3 people on any 2 day courses and **save \$1000**

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MARKETING TRAINING

Online & New Media Marketing Campaigns

Copywriting: Write with Power, Impact & Persuasion

Marketing Essentials



Brochure Code: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

First Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____ Position _____
 Email _____ Mobile _____

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 Auckland Wellington

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 Auckland Wellington

Company Details

Company Name _____
 Postal Address _____ City _____
 Telephone _____ Fax _____
 Name of Approving Manager _____
 Position _____ Email _____
 Booking Contact _____
 Position _____ Email _____

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 Conferenz Ltd, Freepost 83430, PO Box 31 506, Auckland 0741

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What happens if I have to cancel?

You have several options:

- Send a substitute delegate in your place
- Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the conference be rescheduled or cancelled.

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Please Note: Bright*Star reserves the right to make any amendments that we may deem to be in the best interest of the seminar

Course Information

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STANDARD PRICE

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\$1895 plus GST **SAVE \$200**
(27 April 2011)

\$2095 plus GST
(27 April 2011)

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(4 May 2011)

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Marketing Essentials (TE011)

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(26 May 2011)

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