

Marketing Mix Roadshow

Tuesday 28th September 2010

Programme in full

10.30am – 11am – Registration – Tea & Coffee – Exhibitors

<p align="center">Sports Hall Main Presentation Area</p>	<p align="center">Ask the Expert! - Breakout Sessions 1pm – 3.15pm - 3 to choose from – Take your pick or do them all!</p>
<p>11am - Welcome</p> <p>11.10am – ‘Balance your budget to suit your market’ - Lisa Cameron, Advertisement Director, South West Wales Media.</p> <p>Do you know where your visitors are coming from? What percentage is ‘local’ and what percentage is ‘further a field’? Preaching to the converted can sometimes seem pointless, getting the balance right on where and how to spend your budget is crucial.</p> <p>Come and listen to what South West Wales Media have to say about how they can reach your target audience in Ireland, Devon and Cornwall.</p> <p>11.30am – ‘Performance, Evaluation and Direction of Proper Holidays’ - Gill Bernsten, Head of Campaigns and Digital Marketing, Visit Wales.</p> <p>Looking at the challenges we continue to face when marketing Wales as a tourist destination - how and why ‘Proper Holidays’ was developed as a marketing theme; what it is achieving and thoughts on how it will need to evolve during a time of tight public sector budgets. Followed by ‘Questions & Answers’</p> <p>12.10am – ‘Marketing Your Business on the Radio – The Sound of Success’ - Helen Bowden, Station Director, The Wave & Swansea Sound</p> <p>Taking a detailed look at the power of radio, how radio can help market your business? This presentation will look at the range of creative opportunities this powerful medium can offer. Just imagine what your business could do by advertising itself to 177,000 people across South West Wales every week?</p> <p align="center">What next!! Exhibitors / Lunch / Networking / Ask the Experts & FREE business advice sessions</p> <p align="center">Day ends at 3.30pm</p>	<p>1pm - “Make your business essential to editors” Andy Pearson, Swansea based PR expert from Effective Communication</p> <p>“How can I tempt a journalist to write a great story about my business?” – Andy in discussion with South Wales Evening Post business reporter Rupert Hall.</p> <p>1.45pm - “The Benefits of PR and how it can help your business” Natasha Fulford, Owner of MGB PR</p> <p>Building Your Brand: MGB will take you through the process of creating a brand and using your brand to connect with your audiences - from understanding your brand and your audience to finding the winning idea to help build your brand in a memorable way.</p> <p>2.30pm - “2011 Marketing Partner Benefits” Steve Hopkins, Tourism Manager, City & County of Swansea.</p> <p>Question - Where else, from as little as £266, can you get an online presence on a destination website, an advert in destination guides, inclusion in major local, national and overseas marketing campaigns, priority referrals from a tourist information centre and a first call on press and PR visits to Swansea Bay, Mumbles, Gower, Afan, and the Vale of Neath.</p> <p>Answer – the 2011 Marketing Partner Package. The City and County of Swansea and Neath Port Talbot Council offer a range of packages to suit your budget. Come along to the presentation, where representatives from the tourism teams will answer any questions you might have about what their marketing activity can do for you.</p> <p>Why not meet Neath & Port Talbot, Pembrokeshire and Carmarthenshire County Councils who are also in the ‘Sports Hall’ as exhibitors.</p>

**Programme subject to change*