

Marketing on a Shoestring

The Whitecourt and Woodlands County Joint Economic Development and Tourism Committee, in partnership with Travel Alberta, is providing a Tourism Workshop "Marketing on a Shoestring".

Tuesday February 7 at the Whitecourt Forest Interpretive Centre: 5pm – 8pm
Pre-registration required by February 1.

Overview of the session:

Marketing on a Shoestring

This learning module is new for 2012 and will reinforce with a number of examples how others have incorporated low cost/no cost marketing activities into their plans.

Speakers will present and discuss:

- a variety of low cost marketing ideas
- offering examples within presentation
- the importance of understanding your target audience
- low cost/free opportunities

There is no cost to attend and a light supper will be provided!

If you are interested in attending, please register to ensure that this workshop is a go!

Register by calling 780-778-3433.

