

Wednesday 22 June 2011

Macquarie Graduate School of Management Macquarie Park (MGSM), Sydney

About the Program

The MEA One Day Sales & Marketing Program is a professional development opportunity for Sales & Marketing personnel working within the Meetings, Conventions and Business Events Industry. A major benefit of the program is the intense learning experience of four vital subjects captured in a one-day program. The students also benefit from the experience of the presenters, all of whom are highly respected industry professionals with many years proven success in their respective fields. Their presentations aim to challenge and stimulate.

The Program is intensive and participative. During the program the student will:

- Learn the basics of how to plan and implement sales activities, sell meetings products and services and co-ordinate marketing activities
- Receive constructive feedback from experienced industry practitioners
- Have maximum interaction with presenters and students due to small group philosophy of this Program

Program Outline

Topics covered in the Program:

- ⇒ Planning your Sales Strategy
- ⇒ Selling your Product - From Call to Closure
- ⇒ Marketing in the e-Business World
- ⇒ Choosing Promotional Activities that Work for You

Topic: Planning your Sales Strategy

A key factor to successful sales is the correct strategy. Discover how to plan sales activities for a meeting venue, bureau or destination. Gain an understanding of the relationship between sales and marketing; the general structure and content of a marketing plan; the role of sales within the overall marketing mix; and the planning and organisational skills required to carry out sales.

Topic: Selling your Product - From Call to Closure

Where do you start when undertaking sales calls, identifying customer needs and closing the sale? Discover correct selling techniques; fundamental communication principles such as active listening and questioning; knowledge of legal issues; and the considerations in selling when negotiated costs, contractual arrangements or preferred supplier/agent arrangements may be in place.

Topic: Marketing in the e-Business World

So what is e-business all about, and how does it effect me? Understand the capabilities of e-business technologies and how they can be used as an effective marketing tool; commonly used acronyms and terms; principles of effective web design; raising market awareness through web marketing; selling through the web; and using data from the web to analyse performance.

Topic: Choosing Promotional Activities that Work for You

Discover how to successfully conduct a range of promotional activities commonly used within the industry including advertising; public relations; trade and consumer shows; promotional events; trade and journalist familiarisations; signage and display initiatives; market research; and web-based activities.

** Last minute changes may occur to the confirmed faculty or session topics. Up-to-date information on confirmed faculty and additional information on each member can be found on the MEA website www.meetingsevents.com.au*

One Day Sales & Marketing Program June 2011

Who should attend?

The Program is designed for those who have 3– 5 years Meetings and Event industry work experience and wish to develop upon and improve sales and marketing skills and knowledge. Ideally, this program will contribute to your professional development plan and increase your confidence applying new sales and marketing tactics back into the workplace.

Venue

MGSM, Sydney
99 Talavera Road, Macquarie Park 2113

Program Fees

(All prices quoted in Australian Dollars and include GST)

Early bird Sales & Marketing Member Registration (closes 29 April 2011) *	\$310.00
Sales & Marketing Member Registration	\$345.00
Sales & Marketing Additional Member Registration	\$310.00
Early bird Sales & Marketing Non Member Registration (closes 29 April 2011) *	\$375.00
Sales & Marketing Non-Member Registration	\$422.00
Sales & Marketing Additional Non-Member Registration	\$375.00

Note: This day includes food and beverage of morning tea, afternoon tea and lunch. This day is part of the MEA Intensive Training Program and can be taken as a stand alone day or as part of the 3.5 day program. If you plan to register for the full Residential Program do not register for this one-day course.

Registration

Closing date for applications is 12 noon Friday 17 June 2011. Please [click here](#) see for our cancellation and refund policy.

Further information on registration conditions and registration options can be found on-line on the MEA website or by a hard copy brochure available from MEA National office.

Accreditation

This Program is recognised as approved training by the MEA Accreditation Admissions Panel for Meetings Industry Accreditation and/or Recognition. 21 Professional Development Points will be earned towards either industry recognition (Associate-Fellow of MEA - AFMEA) or accreditation specifically for Meetings Managers and in-house Meetings Managers (AMM, AIMM).

Enquires and Bookings

Kate Duldig
National Programs & Events Coordinator
Level 1, 1 McLaren Street
North Sydney NSW 2060
Tel: +61 2 9929 5400
Fax: + 61 2 9929 5600
Email: kduldig@mea.org.au





One Day Sales & Marketing Program June 2011



REGISTRATION BY FAX 02 9929 5600

Attendee

Name.....

Position: Organisation:

Postal Address.....

..... Postcode.....

Telephone..... Fax..... Email.....

Dietary Requirements.....

Please briefly outline (in point form) your experience level and background within the industry.

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TAX INVOICE (ABN 31 002 967 366). This document will be a Tax Invoice, for GST purposes, when you make full payment. (Please keep a copy of completed registration for your GST records). Confirmation will be sent via email.

PROGRAM REGISTRATION INFORMATION

Standard Registration includes:

- ◆ Arrival Tea/Coffee
- ◆ Morning Tea
- ◆ Lunch
- ◆ Afternoon Tea
- ◆ Tuition & all notes

PRIVACY STATEMENT

In registering for this event relevant details may be incorporated into a delegate list for the benefit of all delegates (name and organisation only), and may be made available to parties directly related to the event including MEA (including its Branch Committees and staff), our database contractor, venues, speakers, and key sponsors (subject to strict conditions). The information will also be added to the MEA database in order to allocate PD points relating to attendance.

I do not wish to have my personal details made available to sponsors.

For further information please contact Kate Duldig at MEA National Office on (02) 9929 5400 or kduldig@mea.org.au

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REGISTRATION FEES - Section A

ONE DAY SALES & MARKETING FEE *Note: (All prices quoted in Australian Dollars and include GST)*

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Total for Section A: (One day Sale & Marketing Program) \$ _____

Section B

Additional Accommodation Requirements

MGSM, Sydney
99 Talavera Road, Macquarie Park 2113
1 bedroom @ \$180.00 per night including breakfast.

Please complete this section ONLY if you require ADDITIONAL accommodation booked outside of the Residential Program dates (In 20, Out 23 June 2011).

Accommodation arrival date: _____ Accommodation departure date: _____

Number of additional accommodation nights _____ x \$180.00

Total for Section B: \$ _____

Total payable to MEA
Section A + B \$ _____

- I have will mail a cheque (Post to Level 1, Suites 5 & 6, 1 McLaren Street, North Sydney NSW 2060) **OR**
 I wish to pay by credit card: American Express Visa Mastercard

Card Number _____/_____/_____/_____ Expiry Date ____/____

Card holders' name..... Signature.....

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