

Speciality/Artisan Food Marketing Workshop

A Focus on **Digital** Marketing



Monday 3rd December, 2018
Venue: University College Cork, Ireland



*Blas na hÉireann, in partnership with the Food Industry Training Unit in UCC, are running this 1-day
FREE WORKSHOP*

Cost: Free - Limited to 20 places
Registration Deadline: 21st November, 2018
Award: All participants will receive a Digital Badge

Speciality/Artisan Food Marketing Workshop

Workshop Programme

8.45 Registration

9.00 – 13.00

- Marketing trends
- Break
- Getting the product, price, place and promotion just right – how to incorporate digital tools

13.00 – 14.00 Lunch-break

14.00 – 17.00

- Increasing brand awareness online
- Break
- Targeting your consumers
- Digital Badges

Who Should Attend?

The workshop is intended for those who would like to gain an understanding or update themselves on how to go about marketing their product or service, with a particular consideration to digital marketing. On completion of the workshop participants will be able to:

- Consider **current market trends** and how they impact upon their product/service
- Understand different tools available to them from a **digital perspective** and how best to use these in relation to their product/service
- Identify effective ways of **targeting consumers** and how best to leverage traditional and online communication channels
- Receive a **Digital Badge** (micro-credential) on completion of the workshop



Further Information and Registration

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