

Marketing in a Pandemic – How To Reach Your Target Customers/Audiences/Visitors

Training for Heritage & Tourism Organisations throughout Nottinghamshire

What is this session about?

Nottinghamshire County Council, in partnership with the Miner2Major Landscape Partnership scheme will be hosting a training session on how to reach your target customers/audiences/visitors considering the pandemic.

The session will be led by Dina Holland of Peak Insight.

The Miner2Major scheme is funded to work with organisations based or active in the Sherwood Forest area, but as we are running this course in partnership and online we are able to offer the opportunity to a wider audience.

You will also have access to an Ebook with tools, templates and supplementary hints and tips to help you plan.

The session will cover:

- Explore who you are targeting now, due to changes as a result of COVID-19
- Explore COVID-19 Business Compliance, Quality Standards & Awards
- Understand how to reach current and new customers – Exploring the Marketing Funnels for Traditional and Digital Customers/Audiences/Visitors
- Explore the Promotional Mix – Ways to reach your Customers/Audiences/Visitors
- Explore Personal Selling with examples of Selling Models to adapt
- Explore Traditional and Digital Advertising including Social Media Platforms to use
- Direct Marketing, Public Relations and Sales Promotion – What changes are needed for COVID-19 and how can you communicate effectively to increase awareness and reach?
- Q & A session

This session is kindly funded by the National Lottery Heritage Fund.

Date and Time: Tuesday 11th May 2021

Time: 10:00am-12noon

Cost: Free

How to book: The session will be conducted online using Microsoft Teams. Send your name, organisation and email address to laura.simpson@nottsc.gov.uk and you will be emailed a link to the meeting and joining instructions.

Contact information:



For information, queries or to submit any questions you would like asked at the session then contact our Heritage Tourism Officer – Laura Simpson.

Email: laura.simpson@nottsc.gov.uk

Phone: 0115 9932595

Website: <https://miner2major.nottinghamshire.gov.uk/about/training/>