

COVID-19 Who are your Customers/Audiences/Visitors now? Part 1 & 2

Training for Heritage & Tourism Organisations throughout Nottinghamshire

What are these sessions about?

Nottinghamshire County Council, in partnership with the Miner2Major Landscape Partnership scheme will be hosting a two-part training session on understanding who your customers/visitors/audiences are now. Has the pandemic changed who they are?

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.



It is recommended that you attend BOTH sessions to get maximum benefit. You will also have access to an Ebook with tools, templates and supplementary hints and tips to help you plan.

Part 1 will cover:

- Explore COVID-19 Business Compliance, Quality Standards & Awards
- Empathic Marketing – The Do's and Don'ts
- Defining Sales and Marketing – The importance of a 12-month plan
- Exploring the changing behaviour of consumers due to COVID-19
- Exploring typical Heritage & Tourism Customers/Audiences/Visitors
- Understand the differences/similarities of Customers, Audiences and Visitors
- Understand how to Research your Customer's needs and wants
- Target your Ideal Customer Buyer/Visitor Profiles
- The Importance of Segmenting your Customers/Audiences/Visitors
- Q & A session

Part 2 will cover:

- Recap the Importance of Segmenting your Customers/Audiences/Visitors
- Recap COVID-19 Business Compliance, Quality Standards & Awards
- How to create Customer/Audience/Visitor Profiles
- Why and how to create targeted promotional campaigns for each segment
- What data should you collect to better understand your Customers?
- Understand Customer/Audience/Visitor relationship management during & post COVID
- Understand the importance of General Data Protection Regulations now
- Where can you now track Customer/Audience/Visitor Data?
- Explore Customer Feedback Methods and how you can increase engagement

- Q & A session

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

Date and Time: Wednesday 28th April & Wednesday 5th May 2021

Time: 10:00am-12noon on both days

Cost: Free

How to book: The session will be conducted online using Microsoft Teams. Send your name, organisation and email address to laura.simpson@nottscc.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@nottscc.gov.uk

Phone: 0115 9932595

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