

# Marketing in a Pandemic – Communicating what you Sell

## 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 make the best of your marketing despite the pandemic and communicate effectively what you sell.

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:

- Empathic Marketing – The Do's and Don'ts of communicating what you sell
- Explore COVID-19 Business Compliance, Quality Standards & Awards
- The importance of a clear plan - What do you sell? What are your objectives?
- How to tell your Brand Story effectively to engage, with empathy, at this time
- Understand the importance of Content Marketing to attract new customers
- The importance of First Impressions in order to raise awareness and engagement
- Explaining the Curse of too much knowledge with your products and services
- Understand how to communicate your Features, Benefits and Incentives in a COVID-19 reassuring way – Understand and communicate what you really sell effectively
- Q & A session

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

**Date and Time:** Thursday 29th April 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@nottscc.gov.uk](mailto: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.

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