

COVID-19 - Understand & refresh your Marketing Strategy

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 understand and refresh your marketing strategy 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:

- Understand what a Marketing Strategy, Marketing Plan and Promotional Plan are & what COVID-19 considerations are needed for each one with a clear Action Plan in place
- Explain the Marketing Mix – The 7 P's of Marketing and the Promotional Mix
- Explore your products and services – What is it your offer and why will it make life better? How does one buy it? Experience it? What changes do you need to make for COVID?
- Understand what changes you need to make in your prices and the places you promote
- Consider factors that affect success with you, your people and the processes you use
- Consider ways to communicate your Physical Evidence or Proof
- Introducing and explaining the Promotional ways to reach your Target Profiles
- Q & A session

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

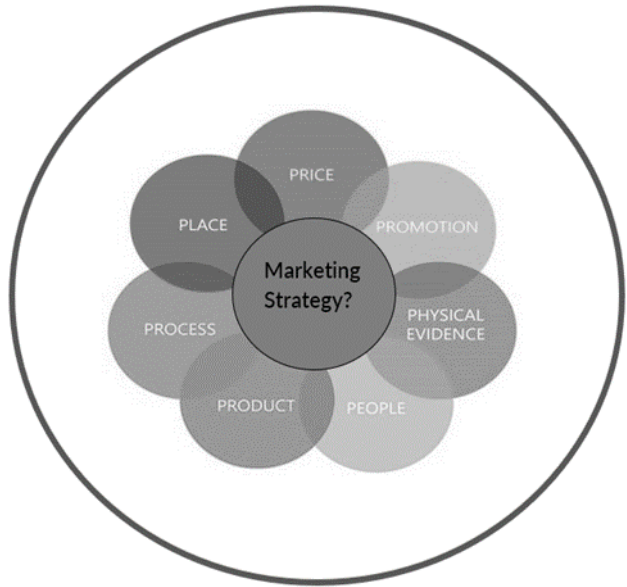
Date and Time: Wednesday 12th May 2021

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@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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Phone: 0115 9932595

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