

Bed & Breakfast, Farmstay and Accommodation South Australia

INVITATION INDUSTRY INFORMATION DAY & AGM

Tuesday 13th October 2009

9.30AM – 3.30PM

All financial members are welcome
to attend the AGM from 2.00pm

Agenda:

9.30 - 10.00 Registration/Coffee

10.00 - 10.40: Penelope Herbert

10.45 - 11.25: Karen Head

11.30 - 12.10: David Cornish

12.15 - 1.15: Lunch

1.20 – 2.00: Penelope Herbert

2.05 - 2.45: AGM (All Welcome)

2.45 - 3.30: Panel

3.30: Close/ Drinks/ Networking

Speakers:

Penelope Herbert: A published author of 'Underdog Marketing', specialist in cost-effective marketing, and Contributing Editor to *in-business* magazine.

Cost Effect Marketing – For Every Budget (PH)

It's not the size of your budget it's how you use it. Cost-effective marketing doesn't necessarily mean 'cheap' but it does mean getting the best bang for your valuable buck. This session will look at the difference between marketing and advertising, illustrate a simple process for understanding what is most important to your customers, and discuss top tips for cost-effective marketing.

Generate New Business from the Clients You Already Have (PH)

Arguably, it's easier to get more business from current clients than to attract new customers. This session will focus on adding value to the relationships you already have, explain why discounts are not your friend, and look at some online and offline techniques for growing your business, even in tough times.

Karen Head: Sales Manager South Australia and Outback Queensland for V3 and is based locally in Adelaide.

Making the most of your online opportunities: (KH)

Karen will let you know how to make the most of your online opportunities via TXA. TXA is an inclusive booking exchange that incorporates inventory and pricing from multiple booking systems and then distributes it widely to various websites. It offers you the opportunity to increase sales and provides guests the ability to source high quality accommodation and book it securely online.

David Cornish: Runs Adelaide based internet marketing business Succinct Ideas where he provides internet marketing consultancy and services to help businesses unleash their website's internet sales potential.

Free & low cost sales leads from Google: (DC)

Find out the inside secrets to getting top search ranking in Google. Discover low cost and even free techniques for great Google exposure. Then find out how to convert that exposure into sales for your B&B.

Program and speakers subject to change

Venue:

Woodstock Winery & Coterie
Douglas Gully Road
McLaren Flat 5171

Bookings Essential:

No later than Tuesday
5th October

Email: admin@bandbfsa.com.au

Ph: 1300 664 707

Limited places available

- Morning Tea
- Lunch
- Woodstock regional Platter
- Choice of Mains
- Freshly brewed coffee

BOOKINGS ARE ESSENTIAL

Members: \$30.00 pp

Non-Members: \$65.00 pp

Pay securely via the
"Payment Gateway" [Click Here](#)

