



# BURREN

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## LIFE BALANCE

### Get Marketing Now!

July 10<sup>th</sup> 2010 – Can you invest €45 in your business?

This is a 1-day workshop examining the principles of **Branding, Marketing** and **Publicity** for small businesses operating today.

The day, presented by Paul Moriarty & Des Tully will consist of 3 sample modules examining each of the above, using individual and group exercises to drive home specific areas of interest.

The aim for each workshop member will be to finish the day with a basic marketing plan for their business and an understanding of the basic principles of Marketing & Branding.

Specific areas which will be discussed in the workshop include;

#### Your Marketing Mix

- The 5 “P’s” of Marketing.
- Methods of Marketing. Traditional vs. Modern
- Contacts – Getting them, Storing them and using them effectively.

#### Brands that Bite

- Successful Brands in Business today.
- Deciding on YOUR brand – helpful questions to ask yourself.
- Branding on a budget.

#### Publicity that Pulls

- Is publicity possible for you?
- The “Press Release”
- Interview Techniques to get your message across.

**1 Day workshop costs just €45.00. Book Now! Places are limited!**

Workshop participants of “Get Marketing Now” can avail of a further 4 mentoring sessions over the course of the next quarter by means of continuous support for business marketing and branding.

Mentoring sessions expand on each of the modules covered in the 1 day workshop

**Contact Burren Life Balance, Reservations on +353-65-6827749**

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