

Winning and Keeping Customers

Tourism-specific workshop



8 September, 9.30am -12.30pm

The Department of Tourism, Regional Development and Industry invites you to attend the Winning and Keeping Customers workshop.

Whether you have recently started a business and are looking to gain an understanding of the actions for business success, or if you have been in business for a number of years and are looking for ways to revitalise how you think about doing business better, this workshop is for you.

Topics to assist you with your tourism, marketing, and business growth include:

- Understanding customer needs
- Why customers buy from you
- The importance of features and benefits in your marketing messages
- Identification of the right customer for your business
- Increase repeat guests and referrals
- What do your customers think? Customer surveys.

This comprehensive seminar will assist Tourism Small Business Operators to grow or further develop their business.

Date: Monday 8 September 2008
 Time: 9.30am – 12.30pm, followed by a networking lunch
 Venue: Gunabul Homestead,
 9 Power Road Gympie QLD 4570
 Cost: Free

To register: Please reply with names and full contact details of guests attending to sunshine.coast@dtirdi.qld.gov.au by Thursday 4 September 2008.