



COMMUNITY
WAIKATO

"Supporting strong communities"

Hei tautoko kia tuu pakari ai ngaa haapori

AWESOME ORGANISATIONS

Community Waikato

Po Box 1367, Hamilton 3240

Phone: 07 838 1583

Fax: 07 957 1981

33 Victoria Street, Hamilton

www.communitywaikato.org.nz

Marketing Basics with Kim Cable from MarketHub

"If you don't know where you are going you will probably end up somewhere else"

Laurence Peters

Marketing is just as important for the community sector as it is for any other type of organisation. Marketing enables you to build awareness of an issue and to gain support from the public for your cause. A marketing plan is a roadmap that outlines how your marketing initiatives are going to reach your target audience and improve the success of your organisation.



This workshop takes you through some of the basics of marketing and how to go about developing a marketing campaign. You will learn how to create a marketing plan with measurable actions. We will also discuss some practical ways to use some of the more common marketing channels more effectively.

This workshop is brought to you by Kim Cable, Director of MarketHub, and Communications and Marketing Manager at Community Waikato.

To be held: Wednesday 11 October 2017 @ Community Waikato, 33 Victoria Street, Hamilton from 9.30 am – 12.30 pm

Cost: \$60 or \$120 for non-community organisations

snacks provided

[Click here for online registration](#)

Please note there is a coin only pay and display HCC carpark next door with limited parking available (\$4 per day) and a parking building round the corner in Knox Street (\$6 per day). There is a bus stop right outside the building. **Please do not** park in Community Waikato's staff parking area. If registering online is not an option for you please contact Robyn, 07 8381583 or robyn@communitywaikato.org.nz