



The essentials of marketing your products

Date: Thursday 18th June 2009

Time: 15.30pm for 16.00pm start until 18.00pm

Venue: Casablanca Cafe, 124 Cherry Orchard Road, CR0 6BB

Transport: East Croydon Station

Background to event

With the Croydon Festival 2009 coming in September, a need arises to address the practical aspects of marketing and showcasing your products.

This workshop will deal with marketing tactics and techniques you can employ to drive revenues without any reliance on mass media advertising. The food industry is becoming more competitive and the most effective strategy is to differentiate your business from others. Smart marketing is the best achieved through non-traditional techniques.

So, we will be going back to the basics of good public relations to coming up with publicity stunts. These can include fundraisers, cook off challenges or letting your products speak for themselves by sampling! If you have a successful public and media relations program, you will get increased exposure and prestige without investing heavily.

Not only is this a great opportunity to create new promotional ideas but also to discuss what you would like to see at the festival this year. This workshop will be followed by a Q&A session so we can chart the way forward.

Places are strictly limited so please RSVP to:
info@croydonfoodgroup.com Tel: 020 7624 0533

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