



Direct Marketing Workshop

Would you be interested in attending a seminar that laid out **simple, step by step plans to help you grow your business** - and then gave you all the templates, notes and a clear structure you could **take away and start applying from the very next day?**

Come along to a Practical Direct Marketing Workshop that provides practical step by step insight into Direct Marketing thinking, structures and methods that could be applied to any business.

Topics covered will be:

- Data and Targeting - Where to find new prospects and how to gather your own data
- Creating Offers - What are the elements of a good offer and how to boost response
- Creative - Hints and Essentials on how people read and assess your communications
- Timing - When and how often to send your communications

Direct Marketing seminars have gained a reputation for quality and usefulness that's second to none. Now's your chance to sample their wares and profit from them yourself.

Date: Wednesday 9 June 2010
Time: 9.30 am—12.00 pm
Cost: \$20.00
RSVP: Monday 7 June 2010

Venue: Inner West BEC Training Room
Adelaide University Research Park
30 - 32 Stirling Street
Thebarton

DIRECT MARKETING REGISTRATION FORM

This section will also act as a tax invoice when forwarding a payment
ABN: 58 886 026 448

Please send your payment along with the completed form below to
PO Box 160, Torrensville Plaza, 5031, or fax to 8159 8711.
For online bookings go to www.bec.org.au

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