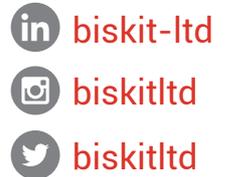




# Effective Marketing Workshop

Make marketing a success for your Business



★★★★  
Over 500 companies have attended our workshops



## Grow your business with our Effective Marketing Workshop

*Make marketing work harder for your business with this practical and interactive workshop.*

We cover all the key steps involved with marketing success, so you can apply them directly to your business.

**Join over 500 previous companies and learn how to:**

- Identify ways of engaging customers, whilst targeting new
- Map your customer journey to maximise sales and profitability
- Profile and target the right customers
- Build an integrated communications plan
- Get Sales and Marketing working more effectively
- Stand out from the competition
- Develop KPI's that drive performance

**After the workshop you will leave with:**

- An understanding of your marketing strengths and weaknesses
- A clear action plan for improvement
- New ideas that you can introduce directly into your company

### Who should attend?

Existing Marketing teams wanting to refresh their current plans and approach.  
Business owners wanting to reinvigorate their approach to marketing.  
Sales Managers or Directors wanting to develop their marketing team or work more effectively together.

### Delivered by



Edward Ryder is a highly engaging, enthusiastic Chartered Marketer with over 25 years Marketing, Sales and Business experience.

With excellent delegate feedback from companies across all sectors, Edward has written and delivered workshops to some of the largest organisations in the UK and Europe.

Edward currently heads up the team at Biskit, a marketing and creative agency based in Otley near Leeds. He works with clients on strategy, branding, marketing plans and communications.

### Prices

- Single Ticket: £280
- Multiple Purchase: £250
- Charity Ticket: £230
- Charity Multiple: £200

Refreshments and a light buffet lunch are provided.

All prices are including VAT

## Booking

**Contact: Edward Ryder**

**E: [edward@biskit.co.uk](mailto:edward@biskit.co.uk)**

**Book online [www.biskit.co.uk/workshops](http://www.biskit.co.uk/workshops)**

**T: 01943 461 030**

**Date: 19th Feb 2020**

**Time: 9.30am to 4.00pm**

**VENUE: Leeds**