

LIMITED SPACES
BOOK TODAY!



MARKETING FOR NON-MARKETERS

Farmer Copleys, Pontefract, West Yorkshire WF7 5AF
Wednesday 22nd November 2017, 10am – 3.30pm

NFAN Workshops are aimed at Farm Park owners and key staff. Each workshop doubles as a mini open day with a presentation from the host venue and a behind the scenes tour. Numbers are limited to ensure a successful workshop with time to ask questions.

ABOUT THE WORKSHOP

Social media and the online world has changed the marketing landscape, but the principals of knowing your market, understanding your visitors and finding what makes your attraction special are still at the heart of effective marketing.

This workshop will cover marketing principals and a review of different communications channels, before focusing in on the most widely used social media channel for attractions - Facebook.

The workshop is aimed at attraction owners and staff where marketing is just part of your role. You are probably already using Facebook but feel you could do more. The aim is to provide some enhanced practical skills, but it is not an advanced Facebook marketing workshop.

There will a presentation from Farmer Copleys and the opportunity for delegates to share their own experiences, what's worked and what hasn't.

FARMER COPLEYS

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Your local Farm Shop, Moo Cafe & Beast Restaurant

Farmer Copleys is a working family farm and award-winning farm shop & restaurant. They run seasonal events including a summer maize maze and one of the UK's biggest Halloween festivals.

ABOUT THE COURSE LEADERS

David Leon is Managing Director of Partners Leisure, a marketing and PR agency specialising in leisure & tourism. With over 20 years' experience David has held senior marketing positions at visitor attractions and now as a marketing consultant has managed marketing campaigns for a number of farm parks.

Lauren White is a specialist social media marketer who has developed and managed online marketing campaigns for a range of farm attractions using Facebook and other social media channels.

PRICE

Price includes lunch and refreshments during the day.
£85pp + VAT.

Numbers are limited so early booking is advised. Places are initially limited to two delegates per member. Additional places may be booked nearer the time subject to availability.

WORKSHOP ADDRESS

Farmer Copleys
Pontefract Road, Pontefract,
West Yorkshire WF7 5AF
Phone: 01977 600200

Hotel – The nearest Hotel is the King's Croft or The Premier Inn at X-Scape Castleford is nearby.

HOW TO BOOK

It's simple, book and pay online by credit card at
www.farmattractions.net

OR call to pay on **01904 615059**

**BOOK
ONLINE
NOW**