

MARKETING CULTURE FOR VISITORS WORKSHOP 1:

18 November 09 DELEGATE FEEDBACK

23 responses

Overall, did we deliver on ...			
Content (only 22 responded)	Yes 20	Partly 2	No 0
Style	Yes 22	Partly 1	No 0
Did you find the Workshop ...			
Interesting?	Yes 22	Partly 1	No 0
Useful?	Yes 21	Partly 2	No 0
What did you find most interesting? <ul style="list-style-type: none"> ▶ The breakout sub regional groups and making news bit ▶ Individual presentations ▶ It was a great overview and opened the doors to people thinking differently ▶ Focussing on cross borough ideas ▶ The VL website opps for promoting events and market segmentation tools ▶ Case Studies, VL intro ▶ The “news” story butts and the knowing your visitor sections. Working in “local” groups ▶ Geographic based session ▶ All very useful and interesting ▶ Hearing from other delegates about their current practice re customers-knowledge. Creative story writing ▶ Everything ▶ Data discussion ▶ Info about partnership working ▶ Group work – working with other organisations ▶ Info on creating tourism offers/ itineraries ▶ Working with colleagues from SW London ▶ Thinking about segmentation ▶ Practical ideas around mapping ▶ Map exercise ▶ Marketing advice, how to implement marketing strategies ▶ Working cross borough ▶ Visit London intro, group work/map ▶ Group exercises, creating clusters 			
... and least interesting? <ul style="list-style-type: none"> ▶ Nothing ▶ Nothing ▶ Too general being put I groups by location. ▶ London audiences data gathering – too complex on our limited resources. Best suited to corporate! ▶ Possibly the breaking down of all the segmentation, etc, just because it was possibly too indepth for my needs. ▶ Nothing ▶ All interesting ▶ Nothing! ▶ Audiences London ▶ Host boroughs 			
What did you find most useful? <ul style="list-style-type: none"> ▶ News item and relating this into themes ▶ Group sessions ▶ Info on useful websites ▶ I thought it might be more resource based. But well done on bringing it all together. ▶ Only in London details and how to structure that 			

- ▶ Thinking about the USP experiences
- ▶ Short & Sweet day, Visit London, case studies and hopefully the fact will receive PowerPoint.
- ▶ Networking
- ▶ The “news” story butts and the knowing your visitor sections. Working in “local” groups
- ▶ All very useful and interesting
- ▶ Networking, general tips and sharing ideas
- ▶ The “rough guide” exercise
- ▶ Using audience data effectively
- ▶ Visit London info
- ▶ Working with colleagues from SW London
- ▶ All of the content was useful
- ▶ Market Segmentation
- ▶ The interactive workshops, meeting other people within publicity and marketing
- ▶ Everything
- ▶ Visit London intro, group work/map

... and least useful?

- ▶ Nothing
- ▶ Nothing
- ▶ Audience London presentation.
- ▶ Info on Mosaic – no money for it!
- ▶ The map exercise
- ▶ London audiences data gathering – too complex on our limited resources. Best suited to corporate!
- ▶ Lack of time
- ▶ Possibly the breaking down of all the segmentation, etc, just because it was possibly too indepth for my needs.
- ▶ PR session
- ▶ North London Arts Map
- ▶ Mapping exercise- had already done this
- ▶ All useful
- ▶ Nothing
- ▶ Audiences London

What have you learnt as a result of attending the workshop?

- ▶ Think more broadly around experience
- ▶ The value of working in partnership.
- ▶ The support available from Visit London
- ▶ How to feed into Visit London and focus in on strengths
- ▶ More about VL
- ▶ Some opportunities for distribution, etc. More of these would be great!
- ▶ The hunger of colleagues to find solutions
- ▶ To really think about my service offers, how it's unique and ways to start applying this
- ▶ Good ideas for linking venues/locations
- ▶ Reinforced that group ideas, working together, can produce more creative results. Practical things – websites, etc to look at in detail
- ▶ Much better understanding of cultural sector
- ▶ To focus on tourism using culture
- ▶ Need to use segmentation
- ▶ Different marketing opportunities through Visit London
- ▶ Good to work with other colleagues in neighbouring boroughs and possibly working in partnership
- ▶ Segmentation tools
- ▶ What Visit London are doing
- ▶ That there are options and help if you want it
- ▶ Need to focus more on the unique experience
- ▶ Names of other colleagues in other boroughs

- ▶ There is more to do!
- ▶ How to team work with shared interest groups

To what extent do you think you will apply this learning in the workplace?

- ▶ Passing ideas generated onto relevant officers and thinking around what we do
- ▶ I intend to feed back to my team at Brent Museum and encourage them to follow through on what I have learnt
- ▶ Clearer understanding of opportunities
- ▶ Definitely
- ▶ Having references will be great. Saves on research time. Also networking, learning other people's techniques/strategies
- ▶ Continue to work cross sector
- ▶ Definitely will start to apply small steps of gathering visitor info and then how to use that in our programming
- ▶ Food for thought!
- ▶ Will think this through and then apply
- ▶ I think it will gradually be applied and a lot of it
- ▶ 100%
- ▶ Will be using this in the workplace – partnership working, segmentation, excellent networking opps
- ▶ Develop marketing of my borough and put time aside to develop visitor info for VL website
- ▶ Using possible websites suggested for marketing
- ▶ I will definitely apply most of what I learnt
- ▶ I will certainly be able to use a lot of this in my workplace
- ▶ Through contacting people with shared interests

About the balance ... (leave blank if you think it was about right)

Would you have liked more ...	Presentations 2	Small group work 1
Would you have liked fewer/ less ...	Presentations	Small group work 1

Other comments

- ▶ I learned quite a bit from the other participants and was particularly impressed by the Arts Map produced by the 3 North London Boroughs of Enfield, Barnet and Haringey - Anon
- ▶ Programme ahead of event would help me to prepare better - Anon
- ▶ Really useful and enjoyable day – Brigid Bradley
- ▶ Excellent – Lorraine
- ▶ Inspirational! - Anon

MARKETING CULTURE FOR VISITORS WORKSHOP 1:

27 January 2010 DELEGATE FEEDBACK

21 responses

Overall, did we deliver on ...			
Content	Yes 19	Partly 2	No 0
Style (only 19 responses)	Yes 19	Partly 0	No 0
Did you find the Workshop ...			
Interesting?	Yes 20	Partly 1	No 0
Useful?	Yes 16	Partly 5	No 0
What did you find most interesting? <ul style="list-style-type: none"> ▶ Different marketing styles ▶ Identifying places of interest & ways to market them ▶ Understanding needs & challenges ▶ The latest updates on the sector and VL agenda ▶ Joined-up thinking with neighbouring boroughs ▶ Think about visitor segmentation ▶ Networking / understanding cross working ▶ Very detailed info from Blue Sail – discussion of specific issues raised by delegates ▶ Discussing what is in other boroughs and thinking about how to make links to work in partnership ▶ Visitor profiles ▶ Market segmentation ▶ Identifying attractions in the community and giving a special story to a location – helps identify what's special about my borough ▶ Breaking down the attractions for each area to see how they relate with neighbouring boroughs ▶ Visit London stuff – website / contacts / tools ▶ How many visitors stay with friends & family ▶ Visit London website ▶ Writing guide description ▶ Comparing notes about problems ▶ Run through of VL website ▶ Use of website ▶ Hearing other peoples' problems/issues ▶ Discussions & hearing different perspectives ▶ Working with neighbouring borough on the visitor exercise ▶ People's experience in this area / range of people who have attended 			
... and least interesting? <ul style="list-style-type: none"> ▶ Market research tools – although Audiences London talk was good ▶ N/A ▶ None ▶ N/A ▶ Data management – it touched base but didn't go into specifics ▶ Audiences London presentation ▶ Audiences London (but only because I already know about them) ▶ N/A ▶ All interesting 			
What did you find most useful? <ul style="list-style-type: none"> ▶ Information on the various data available ▶ Getting tips & feedback from neighbouring boroughs and establishing contacts ▶ Exercises ▶ The latest updates on the sector and VL agenda ▶ All ▶ Additional tools – website, VL 			

- ▶ Workshops
- ▶ Thinking about how to get event/story promoted
- ▶ Networking / meeting VL
- ▶ Visit London website overview
- ▶ On the spot tasks – making us think on our feet and think creatively in a relatively short space of time
- ▶ Visitor profiles
- ▶ Market segmentation
- ▶ Visit London site use
- ▶ Interactive sessions
- ▶ Hints on “making news”
- ▶ Practical nature of session
- ▶ Writing Guide description
- ▶ Being paired with a neighbouring borough for practical work
- ▶ Networking
- ▶ Discovering VL had local marketing toolkit
- ▶ Discussions around web marketing
- ▶ What VL can offer

... and least useful?

- ▶ Quite focused on LA employees?
- ▶ The bits I knew (AL story)
- ▶ Our group covered a very large geographic area
- ▶ Visitor data info was slightly shallow and didn't quite get to the practicality side of it
- ▶ International and corporate stuff (we are too small!)
- ▶ The tourist visitor exercise – didn't quite work for me
- ▶ N/A
- ▶ Some abbreviations etc were used frequently that could have been explained in more detail
- ▶ Would have preferred less group activities
- ▶ A lot of the content wasn't particularly relevant to sport (as obviously most people are from Arts), so haven't gained as much information as I'd hoped
- ▶ International aspects, but interesting to hear about

What have you learnt as a result of attending the workshop?

- ▶ Data collection / different organisations to tap into
- ▶ Similar issues appear London wide
- ▶ Good to work in partnership with others
- ▶ Diversity of offer in London
- ▶ The latest updates on the sector and VL agenda
- ▶ About organisations like VisitLondon and their service
- ▶ Think about visitor segmentation
- ▶ I can get our events across to much larger audience
- ▶ Think outside the box
- ▶ To look at places and people from a different perspective. To think about why we do things, not just doing things for the sake of it. Also, that lots of us struggle with the same issues!
- ▶ Visitor profiles
- ▶ Market segmentation
- ▶ Tips on marketing
- ▶ Building partnership with neighbouring borough can help
- ▶ Think differently about my approach to market my product, and how I can pitch it.
- ▶ Focus on pan-London & 2012 – must use this to our advantage
- ▶ The wealth of info available on VL site
- ▶ Feeding into and using the VL website
- ▶ To start thinking about the boroughs' cultural offering rather than just the canals
- ▶ Importance of cross-borough working
- ▶ Opportunities to cross market is vast; working with other boroughs/ organisations
- ▶ Places to access data

<ul style="list-style-type: none"> ▶ Low-cost ways of marketing ▶ Importance of working with neighbouring boroughs 		
<p>To what extent do you think you will apply this learning in the workplace?</p> <ul style="list-style-type: none"> ▶ To some extent ▶ Feedback to colleagues & use tips to push marketing in corporate framework ▶ Lots ▶ 90% ▶ Yes ▶ It will make a huge impact on my working practice ▶ Will be following up with Visit London about profiles & using their marketing opportunities ▶ N/A ▶ 100% - currently writing marketing strategy for the London Culture Festival 2010 so will include ▶ Def tips re press releases and getting into local media ▶ Using it as part of tool box ▶ I will definitely apply things that I've learned ▶ I think it will be good to take back to the Trust as a team to action ▶ As much as I can ▶ Can apply local marketing ideas ▶ Seeking opportunities to work with neighbouring authorities ▶ Will feed back to the rest of my team 		
About the balance ... (15 left blank - so "about right")		
Would you have liked more ...	Presentations 6	Small group work
Would you have liked fewer/ less ...	Presentations	Small group work 3

Other comments

- ▶ Excellent – to be honest it is worth meeting VisitLondon at least 1 x p.a. just for the update and networking – Anon
- ▶ Balance about right. Also, was more impactful condensing into shorter day – some 'seminars' can drag. – Tim Douglas
- ▶ Good balance – Anon
- ▶ Excellent, well focused and concise – thank you! – Anita Capon
- ▶ Very enjoyable session. It made me rethink the way I do things at the moment. I will certainly approach tasks from a different standpoint – Nicola Houseago
- ▶ Would like more focus in terms of looking at whole borough area strategically, rather than on individual venue/attractions – specially for boroughs which have varied, rich, cultural offers – G Fernandes
- ▶ You talked about using Mosaic etc – we haven't these facilities. (I'm also not sure what NI 11 is!) – Marie-Louise Kerr
- ▶ Good practical useful session – well-led – Camilla Brueton
- ▶ I didn't eat breakfast so felt lunch was on very late – and it started to get to the point where I couldn't concentrate – Anon [canals person]
- ▶ Focus on social marketing: give more specific toolkits to put ideas into action – most of ideas discussed were probably already known to participants. It would be good to have specific answers / solutions to combat ideas discussed. – Anon [sports person]
- ▶ Good course, balance right, I would say. Interesting mix of people – T. Morton

MARKETING FOR REAL WORKSHOP (Sports Development):

23 March 2010 DELEGATE FEEDBACK

23 responses

Overall, did we deliver on ...			
Content	Yes 22	Partly 1	No 0
Style	Yes 23	Partly 0	No 0
Did you find the Workshop ...			
Interesting?	Yes 23	Partly 0	No 0
Useful? (22 responses)	Yes 19	Partly 3	No 0
What did you find most interesting? <ul style="list-style-type: none"> ▶ Working in groups and developing the ideas for the “individuals” ▶ Listening to other people's ideas/solutions/barriers etc to market their programmes to specific markets ▶ Toolkit – Social networking – target marketing - segmenting ▶ Segment toolkits ▶ End workshop on deciding an activity for ‘Paula’ etc ▶ Exploring all avenues around promotions/marketing and retention ▶ Using the segments for a specific case study ▶ Facilitators’ comments / inputs ▶ Working in groups on segments ▶ Targeting segments ▶ Ways in which programme was delivered. “Marketing for Real” was marketed! ▶ The concepts involved in marketing ▶ Population segmentation encouraged me to think more about target audience ▶ The segment breakdown of individuals and the group work ▶ Segmenting ▶ The workshops and looking at the different market segments and breaking them down to get a bigger picture ▶ Developments on profiles ▶ Group work on particular segments ▶ Case studies ▶ Working through the various segments ▶ Define different markets, thinking about different segments 			
... and least interesting? <ul style="list-style-type: none"> ▶ Actually, can't write anything here! ▶ N/A ▶ It was all relevant ▶ Group discussion ▶ None ▶ N/A ▶ N/A ▶ N/A ▶ N/A ▶ Second person 			
What did you find most useful? <ul style="list-style-type: none"> ▶ Working in groups and developing ideas for the “individuals” ▶ What inspires people to get involved and remain involved ▶ Toolkit – Social networking – target marketing - segmenting ▶ Looking at ways to attract and keep different groups ▶ End workshop on deciding an activity for ‘Paula’ etc – I will run a similar session in the next team meeting (Amy) ▶ Breaking down 2 market segments ▶ How to put yourself into the target market person's shoes ▶ Some ideas to help target market our bowling club ▶ Facilitators’ comments / inputs ▶ Using marketing tool kit to achieve posters, leaflets 			

DIGITAL MARKETING WORKSHOP
21 APRIL 2010 DELEGATE FEEDBACK

13 responses

Overall, did we deliver on ...			
Content	Yes 13	Partly	No 0
Style	Yes 13	Partly 0	No 0
Did you find the Workshop ...			
Interesting?	Yes 13	Partly 0	No 0
Useful? (1 left blank)	Yes 12	Partly 0	No 0
<p>What did you find most interesting?</p> <ul style="list-style-type: none"> ▶ The exercises – put what we had learnt into context ▶ Views and other people's ways and thoughts ▶ Sheer number of users of internet ▶ Looking at websites and e-newsletters ▶ Websites ▶ Essentials of websites ▶ Finding out other Council's marketing policies, in particular sub-sites and social media access ▶ E-flyers/newsletters ▶ E-communication activities ▶ Social networking, websites – everything in fact! ▶ Really focussing on the structure of the web pages and the key concepts ▶ Group work and examples ▶ I was only able to stay for the first two sessions but found them very useful. The website sections the most. 			
<p>What did you find least interesting?</p> <ul style="list-style-type: none"> ▶ None of it ▶ None ▶ None ▶ All interesting ▶ CRM ▶ Overview of marketing, but that is partly because I have done a course on this before so it went over old ground for me. I can see the relevance for those with less experience. 			
<p>What did you find most useful?</p> <ul style="list-style-type: none"> ▶ Applying the knowledge to my own projects through solo exercises ▶ Every item on workshop ▶ Basic marketing info which I could directly relate to my work ▶ Thinking about a more targeted approach ▶ Information on websites ▶ Meeting others with similar issues and seeing that change is possible ▶ Social media and e-bulletin sections ▶ Thinking about form and content of e-comms. The exercises were particularly useful. ▶ All of it as my knowledge base was not hugely advanced ▶ The guidelines and key messages were excellent ▶ Tips for marketing ▶ Websites 			
<p>... and least useful?</p> <ul style="list-style-type: none"> ▶ All useful ▶ None 			

What have you learnt as a result of attending the workshop?

- ▶ New ways of thinking about marketing – want to set up newsletter, make more use of databases – changes to website
- ▶ Putting ideas into action – what best to do and what not to do
- ▶ Some best practice I will take back and develop in my new campaign
- ▶ To take more time to think about more focussed, productive marketing rather than a last minute approach
- ▶ New ideas of progressing marketing strategies
- ▶ To put more pressure on to sorting out our web pages
- ▶ Several tips eg, punchier headings!
- ▶ Good approaches to e-comms and interesting info on attitudes to social media
- ▶ How to make our own website more engaging and user friendly
- ▶ Style and content of marketing. Targeting information. Finding out what works best for your organisation and what you want to say
- ▶ It was a good refresher on marketing principles which, although I have been taught them before, it is easy to forget

To what extent do you think you will apply this learning in the workplace?

- ▶ 100%
- ▶ As much as the Council will let me!
- ▶ Good
- ▶ Finding out other case studies on changing marketing policies will encourage me to persevere with this
- ▶ Quite a bit where leeway allows (with already established systems)
- ▶ Very much
- ▶ Will definitely use most of the learning
- ▶ As of next week I feel motivated to get going an update and make our marketing more relevant
- ▶ Will definitely be applying the website section. In fact a group has been put together to rework some key parts of our site and I have forwarded your best practice examples with some comments as a starting point. It helps to see good practice in action.

About the balance ... leave blank if the balance felt about right (all blank)

Would you have liked more ...	Presentations	Group work
Would you have liked fewer/ less ...	Presentations	Group work

Other comments:

- ▶ Thank you – great morning (Karen Raingold)
- ▶ Thanks – great workshop (Georgina Mackie)
- ▶ Thanks for a really enjoyable morning (Debbie Shipton)
- ▶ Very much what I was hoping for and gives me lots of reasoned arguments to start (hopefully) productive negotiations with colleagues (Chris Dobb)
- ▶ Very useful – which will make my work more effective in terms of marketing (Genny Fernandes)
- ▶ The trainer was experienced, interesting and very informative – the building and refreshments were amazing (Keith Sykes)
- ▶ I was very disappointed to have to leave and miss the last two sessions, and I will certainly recommend colleagues attend this course in future. I think the thing that people often forget is to look at things from the point of view of the visitor/user/client, and this is easier said than done! I thoroughly enjoyed the parts I did see. I imagine that you could do a whole day on this topic.(Jo Hampton)
- ▶ It was both informative and enjoyable! (Karen Hubbard)

- ▶ I just wanted to say, how great I thought the seminar was last week. It was really well planned and everything was in context. Thank you for the opportunity. (Elena Pippou)

PRO ACTIVE PR WORKSHOP
12 MAY 2010 DELEGATE FEEDBACK

12 responses

Overall, did we deliver on ...			
Content	Yes 12	Partly	No 0
Style	Yes 12	Partly 0	No 0
Did you find the Workshop ...			
Interesting?	Yes 11	Partly 1	No 0
Useful?	Yes 10	Partly 2	No 0
What did you find most interesting? <ul style="list-style-type: none"> ▶ All very helpful ▶ Summaries and five point plan ▶ Information on web networking ▶ Group discussions, finding out what others did ▶ How you can be creative in your approach and cheap! ▶ What turns journalists on ▶ Exercises ▶ Ideas of different PR ▶ All the examples ▶ Mix of ideas ▶ Hearing ideas on press trips ▶ Press trips and using social media ideas to attract interest 			
What did you find least interesting? <ul style="list-style-type: none"> ▶ All was very interesting ▶ All good ▶ n/a ▶ It was all interesting ▶ Press trips – no money for it and it is only once a year ▶ How to write a press release 			
What did you find most useful? <ul style="list-style-type: none"> ▶ All very helpful ▶ Sharing ideas with borough colleagues ▶ Key points on writing press releases, all will be put to good use ▶ Having space to think creatively around ideas ▶ Examples and that the info could be adapted to your work ▶ Step by step of how PR can apply to council services – scale of what is realistic ▶ Feedback ideas from the groups and ideas from Colette ▶ Digital media ideas ▶ 5 point plan ▶ Having time to sit and share ▶ How to blog ▶ What tools other councils use to promote their events, ie, TFL etc 			
... and least useful? <ul style="list-style-type: none"> ▶ All good ▶ Some media relations as my position does not allow that ▶ Press trips ▶ Not enough time ▶ Focus on venues 			
What have you learnt as a result of attending the workshop? <ul style="list-style-type: none"> ▶ How to use PR without a large expense ▶ Research further into social media channels ▶ That my organisation needs to get themselves out there more ▶ Get partners involved in PR eg, on websites 			

- ▶ Think more creatively – take time to do so
- ▶ How to be more proactive in PR
- ▶ Planning a campaign
- ▶ Better use of social media
- ▶ To really push for marketing of our events
- ▶ PR do's and a few don'ts
- ▶ Plan!
- ▶ Comprehensive overview of PR activity
- ▶ There are things our service can do to maximise interest and attraction without spending money

To what extent do you think you will apply this learning in the workplace?

- ▶ Pass on to colleagues and hold a marketing seminar to brainstorm ideas
- ▶ Highly, I shall be reporting everything back
- ▶ Be more proactive in finding new uses for our social media
- ▶ I will use what I have learnt in most aspects of my job
- ▶ A large extent. Will need to think of a 'hook' for our event
- ▶ Most of my PR campaign done for festival but useful for next year
- ▶ For every event
- ▶ Totally!
- ▶ Mostly already do but will add some new elements
- ▶ I am usually quite inspired attending your workshops but often find little time to take actions. Something I need to address with my boss.....

About the balance ... leave blank if the balance felt about right (all blank)

Would you have liked more ... 10 left blank	Presentations 2	Group work
Would you have liked fewer/ less ... 11 left blank	Presentations	Group work 1

Other comments:

- ▶ Very good course (Irene Roberts)
- ▶ Really thought provoking session. Many thanks! (Penny Boyd)
- ▶ Brilliant. Relevant and does not feel like a template presentation on PR that can be found on the internet. Thanks (Valentina Wong)
- ▶ Thanks (Jenny)
- ▶ More opportunity to raise real problems from each person and to receive feedback (Yuka Wise)

SEMINAR 3: UNDERSTANDING TARGET MARKETS

15 June 2010 DELEGATE FEEDBACK

15 responses (100%)

Overall, did we deliver on ...			
Content	Yes 14	Partly 1	No 0
Style	Yes 15	Partly 0	No 0
Did you find the Workshop ...			
Interesting? (only 14 responses)	Yes 14	Partly 0	No 0
Useful? (only 13 responses)	Yes 10	Partly 3	No 0
What did you find most interesting? <ul style="list-style-type: none"> ▶ Group work ▶ Building profile ▶ The practical group work of bringing your chosen segment/profile to life ▶ Learning about different types of market groups and drilling down in terms of marketing plans etc ▶ Last exercise (speed segmenting) ▶ Time Poor Dreamer profile ▶ Where I can find out market research ▶ Segmentation and creating profiles for target audience ▶ Creating a character to market to ▶ Matrixes ▶ Group work with segments ▶ Segment analysis ▶ How trends can affect your market ▶ Profiling ▶ Learning about all the surveys and profiles that have already been done! ▶ Different matrixes of segments ▶ Learning what kind of marketing we do already – existing market and existing product and thinking about where to go next e.g. existing product to new market? ▶ Last task [group work on segments] 			
... and least interesting? <ul style="list-style-type: none"> ▶ Sources of information portion ▶ None ▶ Existing Product Grid ▶ Some of the matrix ideas ▶ None ▶ None 			
What did you find most useful? <ul style="list-style-type: none"> ▶ Group work ▶ Building profile ▶ The ArkLeisure System ▶ Last exercise (speed segmenting) ▶ Time Poor Dreamer profile ▶ Asking council for what info they already have ▶ The different methods of analysing market research ▶ Using a systematic approach ▶ That segmentation can be an effective tool in furthering our cause ▶ Segment analysis ▶ List of websites/resources directly related to culture ▶ Identifying where I fit in the market matrix ▶ Profiling ▶ Free resources ▶ Identifying targets ▶ Knowing that there is a lot of information existing out there on who's in the local area and how they do things e.g. Audiences London ▶ Segmentation matrices 			

... and least useful?

- ▶ All useful
- ▶ Source of information portion
- ▶ I thought there would be more tourism-related tips/pointers – it was a bit too general and looking at events etc
- ▶ None
- ▶ Existing Product Grid
- ▶ The more expensive options
- ▶ No question time! Quite a gap between our own experiences & theory (mostly budget)
- ▶ None

What have you learnt as a result of attending the workshop?

- ▶ Plan!
- ▶ I haven't learned anything particularly new – however, it was useful as a lot of things were re-inforced
- ▶ Get to know our target
- ▶ Segmentation brain storming useful
- ▶ Some resources out there to approach
- ▶ Narrowing down generic target audiences
- ▶ Targeting your marketing will be more fruitful than a “we are here for everyone” approach
- ▶ I need to decide on a more specific, targeted approach
- ▶ Explore partnerships to work towards a common goal & share resources
- ▶ Develop a profile for our target audience
- ▶ Info on various websites
- ▶ That understanding your audience will help deliver your message
- ▶ Need to identify segments that can be marketed to simultaneously e.g. for same event but different needs
- ▶ As I'm new to marketing I feel like I've learned a lot about who to market and that different segments need to be marketed in different ways
- ▶ Refocus on objectives! Identify the non-users and target them specifically

To what extent do you think you will apply this learning in the workplace?

- ▶ As much as I can
- ▶ Quite a bit
- ▶ I think a lot of this I can pass on to colleagues who are organising events. It gives me a bit more understanding of what they are dealing with in terms of marketing
- ▶ To a great extent
- ▶ 20%
- ▶ Going to find out about Residents' Panels
- ▶ Will try to apply in strategic development of our team – and having focus too
- ▶ Very much so. Have a marketing interview soon so will help me a lot
- ▶ I will use it when developing concepts/events in low season and will apply it to high season events if time allows
- ▶ Idea to use group exercises
- ▶ Hopefully I will apply most of it
- ▶ It would benefit us hugely and I would like to use what I've learnt – time and money permitting.

About the balance ... (12 left blank - so “about right”)

Would you have liked more	Presentations 1	Group work 2
Would you have liked fewer/ less ...	Presentations	Group work

1 comment: “about right, given the time” - Jo Hampton

Other comments:

An all day session - Tove Bellingham

Excellent and well-focused on relevant areas - Jo Hampton

Very good. Thanks. Just the right length of course - Tim Douglas

- ▶ Group work to discuss specific segments
- ▶ How ideas from other people were noted through speedround segments
- ▶ All of content
- ▶ Working in groups to define an audience
- ▶ Information about the Proactivity Toolkit
- ▶ Analysis of building marketing plan
- ▶ The useful hints & tips – The different tools that can be used
- ▶ Networking time – Group activities
- ▶ Info on Toolkit
- ▶ Working through the various segments
- ▶ Toolkit
- ▶ Networking

... and least useful?

- ▶ Some repetitive comments about marketing methods – no ££ availability, typically, but suggestions of buying info etc
- ▶ Nothing – the slightly distracting stunning view!
- ▶ Group discussion
- ▶ None
- ▶ N/A
- ▶ The paper tear off from the envelope [Note from A: humorous comment?!]
- ▶ N/A
- ▶ N/A
- ▶ N/A

What have you learnt as a result of attending the workshop?

- ▶ To apply more thought into setting up activities and better targeting to correct group
- ▶ How to make better use of the SE segmentation data
- ▶ Toolkit – Social networking – target marketing - segmenting
- ▶ To 'like' the person/s that I am trying to attract
- ▶ How to focus and create bespoke events to fit a target audience i.e. 50+
- ▶ A variety of tools to engage groups and aim to keep retention figures high
- ▶ New ways of looking at your market from a different angle
- ▶ How to approach the club with some constructive ideas
- ▶ Promoting Activity website. Different techniques for attracting customers
- ▶ Better marketing practice
- ▶ More aware of marketing needs of the community I come into contact with and the tools needed to meet their needs
- ▶ Various 'USEFUL' marketing ideas – ways to improve too
- ▶ The tools available to help me in the work I do
- ▶ To target audiences more and look at a narrow audience
- ▶ How to apply the new way of thinking around making my service area more attractive and how best to retain people
- ▶ Identify audience – appeal to target – build a plan
- ▶ Different marketing techniques
- ▶ New marketing methods
- ▶ Focused marketing. One size does not fit all!
- ▶ To think as my target group thinks
- ▶ More knowledge regarding how to market events and ways of marketing/promoting events
- ▶ Everyone is working with limited to no budget

To what extent do you think you will apply this learning in the workplace?

- ▶ I will definitely try but sadly know that time doesn't always permit this as thoroughly as I would like!
- ▶ Massively – new brand, NGB's rarely target specific markets with national campaigns (Tamsin)
- ▶ Will speak to more colleagues who fit into different groups to establish their likes/dislikes
- ▶ Will apply within our sports development team and use to brainstorm around innovative new sports ideas (Amy)
- ▶ Where budget allows, I will try to put all learning today into practice

- ▶ Some extent – linking national events into my local offers
- ▶ Investigate some of the segment-targeted posters – and take them to our meeting with the club to see who we can attract in
- ▶ Definitely use and incorporate information from Promoting Activity website
- ▶ All
- ▶ More aware and will deal with relative to requirements
- ▶ EVERY PROJECT!
- ▶ To a high extent when writing plans and designing campaigns
- ▶ I think I will go to all lengths
- ▶ Through the different projects that we are working on now and in the future
- ▶ Will incorporate several points into marketing. Share learning with colleagues.
- ▶ Designing of flyers and info
- ▶ To some extent – some content not relevant
- ▶ This will be an important part of my future club development planning
- ▶ Hopefully will start to apply now

About the balance ... leave blank if the balance felt about right

Would you have liked more ...	Presentations 4	Group work 1
Would you have liked fewer/ less ...	Presentations	Group work 2

One delegate wrote "Good balance". The rest were left blank.

Other comments:

Well delivered, good communication from both with a variety of experience but complemented each other. Zoe certainly had the background! - Anna Price

Thank you – Tamsin Graveson

I found the workshop very interesting and useful and will be using everything discussed in my new role – Chris Jones

I would have liked more ideas/styles/help on how to 'market' my programmes rather than going through ideas in a group. I already design my programmes around the 19 segments & use the Toolkit for help

I thought it was a well thought through and well delivered course – Thank you – Erica Bishop

Very nice trainers – Anon

Very enjoyable session. Could have moved at a quicker pace – J. Budkiewicz

I'm thankful for this opportunity – brighter, better ideas to come! – Harvi Singh

Very useful – Derek Bennett