

Stage 1: Retail, Tourism and Hospitality

Event	Content	Time & Date: via Zoom
Industry Briefing Webinar 1	<p>Program Launch: <i>SA Business Trends and Opportunities in Retail, Hospitality and Tourism</i></p> <p>Dr Tim Cooper MD Coopers Brewery Chair Brewers Association of Aust</p>	<p>10.30am-11.30am Monday 19 October 2020</p>
<p>Retail Growth Workshops <i>With retail marketing expert Sharni-Marie Barney, Forj Marketing</i></p> <p>1. Retail Essentials to Increase Sales</p> <p>2. Crafting Exceptional Experiences to Increase Sales</p>	<p>-Support the joy of shopping Differentiation -Competing with online -Gifting & Gratitude -Nurturing connections via digital</p> <p>-Customer journey -Building your brand -New in-store experiences -Upselling & packaging -Your retail eco-system- selling offline and online</p>	<p>10am-12pm Wednesday 21 October 2020</p> <p>10am-12pm Wednesday 28 October 2020</p>
Industry Briefing Webinar 2	<p><i>SA Trends and Opportunities in Tourism</i></p> <p>Mr Nick Jones, Exec Director SA Tourism Commission</p>	<p>10.30am -11.30am Wednesday 4th November 2020</p>
		<i>Continued/</i>

Tourism Growth Workshops <i>With tourism expert Hayden Zammit, Tourism Accelerator</i>		
1. Partnering & Products to drive visitation	<ul style="list-style-type: none"> -Collaborate with other tourism operators to drive demand -New packages for easy customer bookings -Cross-promotion and growing your customer list 	10am-12pm Monday 16 November 2020
2. Direct to Consumer Digital Bookings	<ul style="list-style-type: none"> -Getting started with an online booking system -Using digital marketing to drive awareness -Your online real estate 	10am-12pm Monday 23 November 2020
3. Creating News & a Profile	<ul style="list-style-type: none"> -Launching new products and experiences -Create appeal and awareness from the local market -Utilising blogs to create curiosity 	10am-12pm Monday 8 February 2021
4. Customer Experiences for Repeat Business	<ul style="list-style-type: none"> -Developing or adjusting your existing tourism product for repeat business -Maintaining an active email list -How gift vouchers help generate repeat business 	10am-12pm Monday 22 February 2021
5. Destination Experiences & Events to Drive Day Visits	<ul style="list-style-type: none"> -Creating 'limited offers' that drive visitors in for specific dates -Connecting with other tourism operators to deliver a demand-driving tourism experience -Utilising the neighbourhood for visitors to stay a little longer 	10am-12pm Monday 15 March 2021
<i>Continued/</i>		

<p>Industry Briefing Webinar 3</p>	<p>SA Trends and Opportunities in Hotels and Hospitality</p>	<p>10.30am-11.30am Monday 22 March 2021</p>
<p>Hospitality Growth Workshops <i>With Digital and Marketing expert Steve Davis, Talked About Marketing</i></p> <ol style="list-style-type: none"> 1. Digital images and video to promote destination experiences 2. Partnering – Add value to your products & customer experiences 	<p>Fix the leaks- Digital tools to see if or how your website is losing patrons Sharp smartphone photo & video tips and kit</p> <p>Tapping more value from partnerships – create engaging creative content will only a little extra effort</p>	<p>10am-12pm Tuesday 30 March 2021</p> <p>10am-12pm Tuesday 13 April 2021</p>
<p>Industry Briefings: FREE</p> <p>Workshops: \$22 including gst, per workshop, City of Port Adelaide Enfield businesses only</p> <p>Register here for Business Growth Webinars</p>		



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