



Agility

Aged Care & Disability
Communication & Connections

Noelene Gratton

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Professional Communicator

Professional Marketer

Professional Speaker

Professional PR Practitioner

Details

9.30am to 4pm October 5, 2015

Cost: **\$249** each

Early Bird (by September 19) **\$200** each

Not For Profit **\$195**

Early bird (by September 19) **\$150** each

Venue:

76 Central Springs Road Daylesford VIC

Bookings Close September 30, 2015

<http://www.trybooking.com/IXZK>

Marketing Workshop for the Aged Care, Disability and Health Sectors

The consumer-directed environment is about creating opportunity.

Opportunities for consumers to increase their independence and range of choices; opportunities for services to review their marketing efforts and change the way they communicate with their stakeholders. Of course, these opportunities also bring challenges and anxiety.

This full day workshop will help you to develop a framework for your organisation's marketing activities that takes your organisation's unique needs into account.

Leave with a draft marketing plan that includes the whole suite of communication tools including online. More importantly, leave with the confidence to keep planning in your organisation.

Your Facilitator

Noelene is an experienced communications specialist who helps organisations identify goals, tell their story and engage stakeholders through strategic communication campaigns. Noelene has extensive experience in the disability, health and aged care sectors.



Why Agility Communications and Connections?

Vision

Disability, health and aged care sectors that effectively communicate their story, their values and vision to the people, friends and families who use their services.

Mission

To use our experience and expertise to assist our clients to communicate effectively with their stakeholders

Values

We listen

We collaborate

We are strategic

We think outside the square

We provide solutions that are effective and practical

Participants leave our workshops with new ideas, a clearer understanding of their marketing priorities, strategies for converting staff into your brand ambassadors and a desire to start creating effective and engaging communications.

In addition, at the end of this workshop you will have:

- An understanding of how to integrate all your marketing and communications to ensure clear, concise, and authentic narratives that engage stakeholders
- An understanding of how to create a strategic campaign that meets your goals
- Strategies to use digital media to engage and evoke emotion creating brand champions
- A draft Communication Plan to take back to your organisation.

For further information, please contact Noelene Gration on:

0408218954 or

noelene@agilitycommunication.com.au

To book go to: <http://www.trybooking.com/IXZK>

