

An opportunity to hone your marketing skills and develop your business

Food & Drink Devon Marketing Masterclasses and Networking Event hosted by Event Exeter

3 – 7pm Monday 23 January 2012

Reed Hall, University of Exeter, Streatham Drive, Exeter EX4 4QR



- 📌 Are you happy with your marketing?
- 📌 Your time is precious and so is your marketing budget; so it makes sense to make sure both are being spent to maximum advantage.
- 📌 Food & Drink Devon has put together a programme of short marketing masterclasses, delivered by successful experts in their field, to help you develop your business.
- 📌 Relevant to Devon-based food and drink hospitality, producer and retail businesses.
- 📌 Coupled with networking and publicity opportunities, makes this an event not to miss!

What's on offer?

Choose 3 from these 30-minute masterclasses:

Session A: The Western Morning News needs *your* news stories. Alan Qualtrough, Editor, Western Morning News. *Discover what the Editor is looking for in a news story and its timing to improve your chances of publicity.* Alan has been Editor of this successful regional newspaper for 5 years and is passionate about supporting the food and drink sector in the South West.

Session B: Developing marketing-led new products and services. Margaret Hiles DipM FCIM, Partner, Veromar Consultancy.

How to develop innovative products and services and stay one step ahead of the competition.

Margaret is a strategic marketer and has extensive experience of developing marketing led products, She has provided marketing training for food and drink businesses in the South West for over 6 years and is passionate about creating 'Success in the South West'.

Session C: Successful retailing. Barbara King, Managing Director, The Shops at Dartington

Learn the secrets of managing your customers profitably in a retail environment.

Barbara has many years of successful retail management experience, including the John Lewis Partnership, Jenners of Edinburgh, Beales plc and Liberty of London.

Session D: Customer service that keeps them coming back for more. Fi Daly, Prince Hall Hotel, Two Bridges.

Advice on how to meet and exceed the ever-increasing service expectations of your customers.

Dog-friendly Dartmoor county house hotel Prince Hall's excellent service has passed the stringent appraisal of the Good Hotel Guide, Alistair Sawday's, The Trencherman's Guide and has a 5-star Trip Advisor rating.

Session E: Using sales promotion to attract new customers. Joe Keohane, Browne's Chocolate

From social media competitions to special offers – how to judge what will work best for you.

Joe with his business partner, Nick Baker, built Sharp's Brewery into a £20million business before selling it last year. Now the entrepreneurial duo is developing Browne's Chocolates as a brand recognised for quality and innovation.

- ❖ **There will be table space for a small display of your publicity material and/or product samples**
- ❖ **Refreshments will be available throughout the event**
- ❖ **A hot supper will be served after the sessions with opportunities for networking and publicity**

Booking essential:

Food & Drink Devon members £10 per head

Non-members £25 per head (£15 refund if you join Food & Drink Devon by 1 March 2012)

*Please return the booking form, together with your payment, to: Food & Drink Devon. Details on form.
Places are limited, so book now to avoid disappointment!*