



Planning your marketing strategy for 2017?

Don't know where to start?

Same marketing plan year after year?

Join Camp Marketing Workshop organized for the Christian Camping Community Malaysia.

Camp Marketing Workshop FOR WHOM?

Camp organizers, camp owners, camp directors, camp marketing team and anyone involved in the camp marketing plan.



6th - 9th January 2017
HARVEST HAVEN, GOPENG
RM 550 per person
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What will happen?

- Lots of hands-on
- Little listening but lots of talking, by you
- Sit with your own camp and work out the 2017 marketing plan for your camp guided by a group of facilitators (That is why we require a minimum of 2 persons from each camp who are participating)

What topics that will be covered?

- 1) The Foundations of Marketing
- 2) Building Your Brand
- 3) Communication Tactics (Social Media, alignment of Advertising, Public Relations and etc)
- 4) Your Brand in Action
- 5) Bookings & Harvestings
- 6) Expanding Market Outreach

Extra information:

Facilitators are experienced practitioners in the service industry.

Requirement : Each camp must send at least 2 persons to be eligible to participate

Early bird discount: RM500 per person if registration is before 30th November 2016

For further information, email: info@camp.org.my

