

How well do you understand your market?

Seafood Marketing Journey 2009!



Ehrenberg-Bass
Institute for Marketing Science



**AUSTRALIAN
SEAFOOD
COOPERATIVE
RESEARCH CENTRE**

The Australian Seafood Cooperative Research Centre (CRC), together with the Ehrenberg Bass Institute for Marketing Science (University of South Australia), are pleased to offer this interactive and challenging Master Class to assist your company in getting a greater understanding of the principles and practices of marketing seafood.

In this two day Master Class you will:

- * Challenge your thinking about what (seafood) marketing actually is.
- * Learn about buyer and consumer behaviour (understand how consumers' and markets' expectations can be turned in to strategic marketing actions for your company).
- * Gain experience in using marketing tools and techniques (learn how to apply key marketing concepts, procedures and tools that you may have been aware of but have not previously used).
- * Learn how to develop a marketing strategy.

Who Can Attend the Course?

Anyone and Everyone! From the owner of a small seafood company, to the marketing manager of a large seafood company to a retailer to an exporter! Everyone is welcome and will benefit from attending.

Marketing Master Class Road Show Venues

Adelaide, Port Lincoln, Perth, Sydney, Hobart, Brisbane and Melbourne.

Cost

The cost is free to CRC Participants for the first Master Class we hold. For subsequent classes, a nominal fee of \$65 to cover catering and room hire is the only charge for CRC participants. Bargain! If you are not a Seafood CRC Participant, then the cost is \$155 inc GST. Course attendees are responsible for accommodation and flights if needed and some meals.

REGISTER YOUR INTEREST WITH EMILY DOWNES (emily.downes@seafoodcrc.com or 08 8201 7652) AT THE SEAFOOD CRC BY 1st JUNE TO ENABLE US TO ESTABLISH THE FIRST VENUE - THE MORE EXPRESSIONS OF INTEREST EMILY RECEIVES FROM PEOPLE IN ONE CITY, WILL RESULT IN THE FIRST COURSE BEING OFFERED FOR FREE AT THAT VENUE! PLEASE ALSO STATE YOUR PREFERENCE FOR A DATE IN LATE JUNE OR DURING JULY 2009 WHEN YOU REGISTER YOUR INTEREST.