

Advertising Knowhow

– a course for Tourism Operators



This practical and interactive half-day workshop explains how to get the most from a limited advertising budget.

The workshop explains how to focus advertising spend in the right place at the right time and offers insider tips on achieving the best price and creating an effective design.

The course also offers advice on how to create a simple advertising budget and how to monitor the response to advertisements.

The course programme covers:

- Identifying target customers
- Deciding when and where to advertise
- Avoiding costly mistakes
- Negotiating the best rates
- Making your advert stand out from the crowd
- Controlling costs and measuring the effects of advertising

Course leader



This course is delivered by Ros Walker.

Ros runs Clout Marketing and Media, an independent consultancy providing marketing and public relations services for businesses in the tourism, leisure, retail and hospitality sectors.

Before setting up Clout, Ros wrote articles and guidebooks about places to visit in Yorkshire and the North East.

She now helps tourism businesses with their marketing and public relations.

Ros is a Chartered Marketer, a Member of the Chartered Institute of Marketing and an Associate Lecturer with Bradford University School of Management's SME Knowledge Network. She also presents workshops for various enterprise agencies.