

Making the most of direct marketing – a course for Tourism Operators



This half-day course helps tourism operators take their direct marketing to the next level and is designed for operators with little or no previous experience of direct marketing.

The course explains how to capture and manage data and the requirements of the Data Protection Act. It identifies the main methods of direct mailing, their benefits and pitfalls.

The course provides guidelines on writing direct mail copy and suggests ways to use direct mail to encourage repeat business and attract new visitors.

The course programme covers:

- The benefits and drawbacks of direct mail
- Requirements of the Data Protection Act
- Setting up a simple data capture system
- Managing records
- Direct mailing methods
- Writing for direct mail

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.