

How well do you understand your market?

The Seafood Marketing Master Class Journey for Hobart has Begun!



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 one 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. Please note that classes are capped at 30 people.

Hobart Marketing Master Class Road Show Date

Thursday 27th May (after the 2010 Australasia Aquaculture Conference)

Cost

\$50 for CRC participants and \$100 for non-CRC participants

Cost includes all course materials, morning teas, lunches and afternoon teas. Course attendees are responsible for accommodation and flights if needed.

How to Register

Go to www.seafoodcrc.com and click on the Seafood CRC bookshop (Left hand side bar on home page). Go to page 2 of our publications list and click on "Seafood CRC Marketing Master Class" and follow the prompts to register and pay by credit card. Please note that you may need to "create a new account" if you do not have a username and password for the bookshop service.

Emily Mantilla will contact you upon your successful registration with a program and details of the venue. If you do not hear back from her within 24 hours, please contact emily.mantilla@seafoodcrc.com or phone 08 8201 7652 as it means your registration has unsuccessfully processed.