

**“Register Today for This Exciting Workshop!”**

*Okanagan College, Revelstoke Centre, Revelstoke Community Futures Corporation, Columbia Basin Trust Community Initiatives Program, and Women's Enterprise Centre present:*

**Focused Marketing: Targeted Effort,  
Tangible Results Workshop in Revelstoke.**

When someone asks about your marketing strategy, do you describe the direct mail campaign you're running, the newspaper space you've purchased, the positive word-of-mouth you've been getting? All those things are a part of marketing, but they are not **STRATEGY**. They are **TACTICS**. Tactics are only as effective as the strategy behind them. If you're going to spend money and time on tactics, you must first know **WHY** you are doing it and what really works to reach your best potential customers most effectively.

Focused marketing gets at the 'why' of marketing. This practical full day workshop guides you through the process of building a sound marketing strategy for YOUR business and will help you:

- determine the best customers for your marketing efforts
- understand how to connect with those customers, both with a message and the marketing tools they will find attractive
- match your marketing strategy to your own personal strengths
- and discover how to translate your learning directly into a marketing plan and budget for your business for the next 12 months

The workshop includes: a facilitator; a Focused Marketing study guide (retail value \$59.95) and materials; working lunch along with morning and afternoon nutrition breaks; and opportunity to network with other businesses.

Time: 8:30 am - 5:00 pm

Where: Okanagan College, Revelstoke Centre

Cost Per Person: \$135

**For Details or To Register, Contact:**

Okanagan College, Revelstoke Centre at 250-837-4235  
or email [csrevelstoke@okanagan.bc.ca](mailto:csrevelstoke@okanagan.bc.ca)

*Women's Enterprise Centre offers Focused Marketing: Targeted Efforts, Tangible Results workshops and a study guide that can help you develop your marketing strategy and plan. For more information, about upcoming workshops or to order the guide, contact us at 1-800-643-7014 or visit the website at [www.womensenterprise.ca](http://www.womensenterprise.ca)*