



## Business Retention + Expansion Program

BRANTFORD ECONOMIC DEVELOPMENT & TOURISM

# Working with the Media Workshop

Register today!

Workshop Date:

Nov. 20/08

Are you unsure how to share your news story and get media coverage?

Do you have a limited budget to attract new customers?

Are you tapping into free online resources that allow you market your company for no to low cost?

Learn how to leverage positive media exposure for your business beyond knowing how to write a great press release. For many small tourism businesses and organizations who have a limited marketing budget, media exposure can be one the most cost effective ways to build awareness and attract new customers. Space is limited. Don't be disappointed - register today!

Tourism Brantford invites you to join us for a "Working with the Media" workshop on Thursday, November 20, 2008, at the Bodega Inn. The workshop will have two sections, the first featuring a panel of local and national journalists answering questions and discussing how article decisions are made. The second section of the workshop will focus on the value of amateur media, specifically the value of and how to manage websites such as TripAdvisor.com, Facebook.com and YouTube.com.

This workshop also serves as an opportunity to understand how to make your business media-ready. Participants will gain a better understanding of Tourism Brantford's media strategy, how media tours are organized and how to get your business involved. The panel discussion will help tourism partners understand what trends the media are following and why. We will help all participants help identify their unique product or service "hook" and complimentary niche audiences.

**Date:** Thursday, November 20, 2008

**Time:** 8:00 a.m. (Registration, Breakfast and Networking) \* 8:45 a.m. to 11:45 a.m. Workshop

**Location:** The Bodega Inn, 75 Dalhousie Street, Brantford, ON N3T 2J1

**Cost:** \$20/person (GST included) \* All workshop materials and breakfast included

**Deadline for registration and payment is Thursday, November 13, 2008**

### To Register:

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

### Method of Payment:

Cash

Cheque (made payable to Tourism Brantford)

Visa/Mastercard

Card No. & Expiry: \_\_\_\_\_

Debit (available at the Brantford Visitor & Tourism Centre)

**Deadline for registration and payment is:  
Thursday, November 13, 2008**

Please print, fill out and fax your completed registration to:  
519-751-2617 (fax)

Att: Ela Stypa, Tourism Marketing & Services Assistant,  
Tourism Brantford



For more information please contact: Tourism Brantford at 519.751.9900