



EXPERIENCE DEVELOPMENT MASTERCLASS

Presented by Russel Boswell, BozOz

Open to all businesses, exploring techniques for building a strong brand and deep experience connection with customers.

- What is a Brand?
- Discovering and Developing your Story: Unique Selling Points and Storytelling Technique,
- The Customer Purchase journey: Stages in Purchase and Micro Moments,
- Your Promise to Customers – are you delivering?
- The Guest Experience: Touchpoints and Memories.

Date: Wednesday 16 October 2019

Time: 5:30pm to 8:00pm

Cost: \$25.00

Book: Bookings can be made via email to events@hinchinbrook.qld.gov.au or phone 4776 4618.

THINK BUSINESS 2019: Hinchinbrook Economic Development Series offers a variety of workshops from February to November, providing pivotal information, aiding in the growth and development of our regions business and events community. The 2019 series focusses on marketing and experience development. Training is delivered locally in the Hinchinbrook Shire at TYTO Conference and Events Centre.

Except where stated, to book workshops visit hinchinbrook.qld.gov.au, email events@hinchinbrook.qld.gov.au or phone 4776 4618.

