

APEN proudly presents the 2018 Roadshow



# Tips, Tricks, & a little bit of *Extension Magic*

In association with **Greg Mills**,  
GoAhead Business Solutions

**Build confidence in a workshop environment where we'll share success strategies and learn foundational and current extension methodologies.**



How the brain processes information & how this understanding can be used to increase the uptake of information by your target audience and improve personal professional performance



The pain/pleasure complex & how this impacts on your target audiences' responses



The "WIIFM or WOFTAM" framework for designing extension activities



The strategies for professional sharing, networking & mentoring that maximise extension results



The application of social licence & values based messaging concepts to enhancing audience engagement, and how to use this to embrace non-traditional market segments



Key tools (eg, Plickers, market segmentation, mind mapping etc) that can enhance extension delivery & targeting



Utilising Success Measures and Active Actions to drive extension outcomes



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# Extension Magic

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## The Important Details

When?

**Friday 6 July 2018**

Registration at 8.30am, workshop finishes at 4.30pm

Where?

NZ Young Farmers Boardroom, 185 Kirk Road, Templeton, Christchurch. NZ

Denise Bewsell – local contact – 0272 811 343

How Much?

Price includes the day workshop with lunch, morning & afternoon tea, a workshop handbook and participants list. AUD (no GST for NZ)- APEN members: \$300 , Workshop + membership: \$390, Others: \$436.36

Sign me up!

Go to [www.apen.org.au/Roadshow](http://www.apen.org.au/Roadshow) and click your workshop RegOnline link.