

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



**Tips, Tricks,  
&  
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# Extension Magic

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methodologies.**

## The Important Details

When?

**Monday 3 December 2018**

Registration 8.30 am. Workshop finishes at 4.30 pm

Local organiser: Wendy Thorsborne 0474 879 935

Where?

Sugar Country Motor Inn, 220 Bourbong Street,  
Bundaberg Central Qld 4670

Are you involved in Extension affecting the GBR?

This will be a great opportunity for  
professional development.

How Much?

Workshop includes handbook and participants list.

Lunch, morning /afternoon tea included

APEN members: \$330 incl GST, Workshop + membership:

\$429 incl GST, Others: \$480 incl GST Students half price:

contact Roe [info@apen.org.au](mailto:info@apen.org.au)

Sign me up!

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