

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



Extending  
Horizons

**Tips, Tricks,  
&  
a little bit of**



# Extension Magic

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

## The Important Details

When?

**Friday 17<sup>th</sup> August 2018**

Registration 8.30 am. Workshop finishes at 4.30 pm

Local organiser: Andres Jaramillo, 0475 973 282

Where?

**Sugar Research Australia**

Meeting Room Meringa

71378 Bruce Highway , Gordonvale 4865

Please arrive early for a short induction to Meringa.

07 4056 4500

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

Sign me up!

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