

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

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## The Important Details

When?

**Wednesday 26<sup>th</sup> September 2018**

Registration 8.30 am. Workshop finishes at 4.30 pm  
Local organiser: Jasmine Whitten 0487 905 972

Where?

SMART Regional Incubator, University of New England

FREE attendance for 15 students! All you have to do is tell Greg in 50 words or less why you want to participate in the course. Send an expression of interest to [greg@goahead.com.au](mailto:greg@goahead.com.au) by September the 19th

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: as above or 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 Armidale workshop RegOnline link.