

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,  
&  
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 31<sup>st</sup> August 2018**

Registration 8.30 am. Workshop finishes at 4.30 pm – followed by wine tasting and tour of National Wine and Grape Industry Centre (NWGIC) winery.

Where?

**NWGIC**

Building 412 (car park 61) McKeown Drive,  
Charles Sturt University, Wagga Wagga,  
New South Wales, 2678

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 Wagga Wagga workshop RegOnline link.

**Local organiser: Adrian Englefield, 0428 324 099**