

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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The Important Details

When?

Friday 31 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 Centre

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 and click on the New South Wales workshop RegOnline link.

Local organiser: Adrian Englefield 0428 324 099.