

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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&  
a little bit of



# Extension Magic

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## The Important Details

When?

**Monday 13<sup>th</sup> August 2018**

Registration 8.30 am. Workshop finishes at 4.30 pm  
Local organiser: Jackie Bucat, 08 9368 3481

Where?

**Department of Primary Industries & Regional Development,** 3 Baron-Hay Court  
South Perth, 6151

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 Perth workshop RegOnline link.