

Marketing your park and promoting its events

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Introduction

Marketing your park and promoting its events introduces you to the essentials of marketing critical to managing parks and green spaces in today's challenging economic environment.

Specifically, by the end of the course you will be able to:

- *Explain why a marketing strategy is needed and the importance of knowing your audience*
- *Be able to understand and apply the key elements of the marketing cycle to your green spaces*
- *Become familiar with marketing tools and when to use them*
- *Identify the barriers to marketing green spaces and explore their solutions*
- *Experience and learn from best practice examples.*

The training will be classroom based supported by presentations with group exercises, guest speakers and discussion sessions.

- ***Explain why a marketing strategy is needed and the importance of knowing your audience.***

A marketing strategy is important not least because it is often a prerequisite for obtaining funding, whether you are a large authority seeking additional money for your department or part of a small volunteer group looking for initial funding. Every business, every idea, and every endeavour - whether for fun or profit - only happens if it is marketed successfully.

- ***Be able to understand and apply the key elements of the marketing cycle to your green spaces.***

We highlight the opportunities that the marketing cycle can bring to green spaces, looking specifically at the 6'P's: Pricing, Promotion, People, Process, Product and Place and also the Total Service Concept model.

- *Become familiar with marketing tool and when to use them;*

We examine cost effective methods of getting the message to your chosen audience; exploring traditional and creative alternatives.

- *Identify the barriers to marketing green spaces and explore their solutions.*

We will examine issues including: Are you able to clearly identify your audience? What makes your service better than others? At what point can you call your marketing campaign a success?