



Workshops on Demand

From September 2009 CRT Skills will be piloting a new approach to providing training. Since May, tourism businesses have had the opportunity to cast their vote for the workshops they would most like to see made available from September. The following two workshops pick up on the most popular two topics - e-mail marketing and social media.

E-mail Marketing

Training Provider, Blair Drummond

E-mail marketing provides a simple, low cost option to small businesses. It is your opportunity to take a strategic approach to building relationships (and making sales!) with your past and potential customers.

Many successful tourism businesses and destinations use e-mail to send out newsletters, surveys and promotional offers. This workshop provides an introduction to e-mail marketing and specifically demonstrates how it can be used effectively in tourism today. From the basics (how to go about collecting addresses, what principles you should consider and what method is appropriate for your business) through to different types of e-mail and CRM Systems (Do you know your outlook from your hotmail or your .mailer from your maximiser?), you will learn what will work for your business.

We will look at how to set up distribution lists and mail merge in Outlook, highlighting pros and cons before moving onto tools developed for e-mail marketing. We will review eMail broadcasting applications such as Broadc@st or EasyMail and eMail Service Providers like dotMailer or ConstantContact. The emphasis will be on popular and affordable software packages.

At the end of the session, delegates will:

- Have a basic understanding of why e-mail marketing is effective.
- Understand the steps needed to begin e-mail marketing.
- Identify a suitable e-mail tool, e-mail marketing tool or CRM systems for their own particular circumstances.
- Be confident in planning an e-mail marketing strategies which is right for their business.



Social Media

Training Provider, Andrew Lloyd Hughes

It is no longer enough for businesses just to have a website to promote themselves. The more successful tourism businesses and destinations have started to capitalise on social media applications such as Facebook, YouTube and Flickr. This workshop provides an introduction into social media and specifically demonstrates how it is being used effectively in tourism today. Whether your group would prefer a presentation on Social Media from Andrew or a hands-on practical workshop is up to you. You will need to book an IT room or provide laptops if you want to put theory into practice and set up your own Flickr, Twitter, facebook or Youtube accounts to allow you to start using social media to promote your business IMMEDIATELY.

Whatever you decide, at the end of the session, delegates will:

- Have a basic understanding of social media.
- Understand how businesses and destinations can use social media applications for marketing.
- Formulate ideas to apply to your own social media applications.
- Know how to set up your own Flickr, Twitter, YouTube, blog, Twitter and Facebook accounts. *(If you opt for a hands-on workshop)*
- Be confident in managing your own social media applications. *(If you opt for a hands-on workshop)*

To wet your appetite we at CRT skills have prepared a short guide to social media: [5 Reasons to unscramble Social Media](#).

These workshops are available to groups of at least five tourism businesses at their request. *You arrange the where, when and who and CRT will provide the trainer.* Although these workshops have been developed to last four hours including a lunch break, we are happy to tailor them to meet your needs, whether that is to make it longer or shorter or for delivery at a different time of day.

It is our job to respond to your training needs, so please don't hesitate to contact us with specific requests.