

# Centre for Continuing Education

---

## Promoting your organisation or business

Kevin Norton / Loretta Ginnivan

How best to promote your goods and services without it costing the earth. Learn in this very practical course how to fit your promotion into a broader marketing strategy. See how customer service and relationship strategies help promotion. Learn how you might use innovation and change to promote the image of your organisation. In summary, learn how to devise, plan, implement and review your affordable promotion activities.

**Please bring a light lunch and/or refreshments for the day.**

Kevin Norton has studied psychology on several occasions, possesses a counselling qualification and is now studying Career Counselling and Assessment. He has developed strategies for dealing with his own perfectionism and fears. Kevin is a qualified teacher, trainer and public speaker.

Loretta has a Masters in Theological Studies and a Graduate Diploma in Community Counselling. She possesses specialist knowledge in personality types and has presented internationally.

DATES/TIMES: 9.30am-4pm Saturday 16 August

FEE: \$145 *no discount*

COURSE LOCATION: The venue for this course can be found on your tax invoice/receipt enclosed under "Course Information". Please allow enough time to locate your course venue on the day.

*"The views expressed in this course/activity are those of the presenter and do not necessarily represent the views of The Australian National University"*

---

The Australian National University

CRICOS Provider No. 00120C

T: 61252892

F: 61255938

E: [enrolments.cce@anu.edu.au](mailto:enrolments.cce@anu.edu.au)

I: [www.anu.edu.au/cce](http://www.anu.edu.au/cce)