



## crisp and clear marketing workshops for small businesses

Fresh is a series of free marketing workshops to help you sharpen your marketing, and to help your business stand out and get noticed.

Created by Lancaster University, the workshops help you to take an exciting look at marketing your business. Open to whoever would benefit most in your company, six individual events cover the essential mix of marketing:

- 1 Introduction to Marketing
- 2 Market Research
- 3 Branding & the Web
- 4 Selling
- 5 PR & the Media
- 6 Marketing Strategy

Fresh is provisionally scheduled for Tuesdays mornings from 23<sup>rd</sup> May until 27th June and will be from 09.00 until 12.30. Dates to be finalised soon.

For further information and to register your interest please complete the form below and return to: [a.hunn@lancs.ac.uk](mailto:a.hunn@lancs.ac.uk) or fax to 01524 510758

For any enquiries call us on 01524 510702

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|--|---------------------|
| Company Name   |                     |
| Name   | Company description |
| Address  |                     |
| Postcode   |                     |
| Telephone  |                     |
| Email  |                     |
| Any questions about fresh?                                       |                     |
| Register my interest for this programme <input type="checkbox"/> |                     |

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