



Boost Your Business

Marketing Workshops for Success



Travel Drumheller has a new series of workshops, *Boost Your Business*. These workshops are meant to support local businesses in expanding their marketing skills and understanding, to enhance their operations, and exceed customer expectations. Below is a list of topics currently scheduled.

All workshops will be at the Badlands Community Facility from 10am to 12pm and include a light lunch at the end.

Wednesday, December 7

Sustainable Tourism & Grant Writing

What is sustainable tourism, the impacts of tourism, and why is it important to understand these aspects of the industry? With the Province of Alberta pulling visitors away from the mountains, how can the Drumheller Valley move forward sustainably?

As we look forward to the peak 2023 tourist season, how can businesses prepare? Together, we'll look at grant opportunities like Canada Summer Jobs for support.

Wednesday, January 18

Navigate the Website Development Process

Your strongest marketing tool is your website. Together we will walk through the list of considerations when planning your website and how to maximize this valuable tool in the long-term.

Developing Repeat & Loyal Customers

Target specific customers and deliver relevant content to the right people. Keep customers up-to-date and engaged with new products and happenings at your business.

Wednesday, February 15

Digital Marketing & Metrics

Do you know the different types of paid digital media and how to use them? What should you budget for these campaigns? How do you know if these campaigns are working? What tools are there to track success over time? These are some of the questions we'll discuss as we explore the world of digital marketing.

To register visit traveldrumhellerindustry.com and click the workshop

Price: Partners \$15; Non-partners \$30; Travel Drumheller Partnership: \$126

For more information, call Heather at 403-821-1596 or email admin@traveldrumheller.com