

Up Coming Events 2018

2018			
March			
Friday 2nd	Important Data Protection Changes	10-1	with Steve John, Coast Consultants. Venue: Hotel Mariners, Haverfordwest, SA61 2DU. Cost: £5 Members; £10 for non-members. Booking essential - 01646 622228
Wednesday 7th	Level 2 : Emergency First Aid at Work Award	10-4.30 Only 3 places remaining	Pembrokeshire Tourism, Suite 4, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ - £40 Members; £50 for non-members. Booking essential - 01646 622228
Thursday 15th	Online Strategy Training with Frogmore Consultancy	10.30-3.30	Pembrokeshire Tourism, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ Cost: £25 Members / £40 for non-members. Booking essential.
Monday 19th	Supplier to Buyer Trade Event	10am-4pm	Brithdir Hall Exhibition Centre, Withybush Showground, Haverfordwest, SA62 4BW.
Wednesday 21st	Online Design Tools Training with Frogmore Consultancy	10.30-1.30	Pembrokeshire Tourism, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ Cost: £25 Members / £40 for non-members. Booking essential.
April			
Saturday 21 st	Pembrokeshire Tourism Awards		The Pavilion, Withybush Showground, Haverfordwest, SA62 4BW. Tickets only event: £TBC
Wednesday 25 th	1:2:1 Email Marketing with Juliet Fay	9.30-11; 11-12.30; 1-2.30; 2.30-4	Pembrokeshire Tourism, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ Cost: £25 Members / £40 for non-members. Booking essential.
May			
Friday 11th	Social Media with Angus Findlay – Facebook a.m. Instagram p.m.	Times TBC	Pembrokeshire Tourism, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ Cost per session: £25 Members or both sessions £40/ £40 for each session non-members. Booking essential.
Thursday 17th	1:2:1 Social Media with Angus Findlay – What does your business need	9.30-11; 11-12.30; 1-2.30; 2.30-4	Pembrokeshire Tourism, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ Cost: £25 Members / £40 for non-members. Booking essential.

Further events dates to be confirmed –

Cyber Crime and Human Trafficking & Ethical Employment

Upcoming Training Workshops

Traffic to Your Website with Nick Lewis Communications

Website MOT with Nick Lewis Communications

Pembrokeshire Tourism Members Events are kindly sponsored by Enterprise Rent-A-Car
www.enterprise.co.uk – offering 5% off daily rate on presentation of your membership card.

Any suggestions for events or training are very welcome, contact Liz on liz@pembrokeshire-tourism.net or 01646 622228

Level 2: Emergency First Aid at Work Award

Date: Wednesday, 7th March 2018

Time: 10am – 4.30pm

Venue: Pembrokeshire Tourism, Suite 4, Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ

The Cost – £40 for Trade Association Members / £50 for non-members

This workshop is part of the South West Wales Regional Tourism Skills programme run by the South West Wales Tourism Associations (Carmarthenshire Tourism Association, Pembrokeshire Tourism and Tourism Swansea Bay).

To book: Ring 01646 622228 to book by credit card or for banking details to pay by internet banking

Course places must be booked and paid for in advance

Refreshments: Tea & coffee will be provided please bring a packed lunch or there is a café on site.

Trainer: Jonathan Twigg, 112 First Aid

Course Information: A Level 2 Emergency First Aid at Work qualification is recognised by the regulator, OFQUAL. The successful completion of this course complies with the statutory industry requirements in relation to your work place First Aid requirements.

Awarding of a certificate and registration card is on successfully completing two assessment pathways, as required by the Health & Safety Executive: -

✓ written assessment on First Aid [10 theory questions]

✓ Practical assessments on

- the Treatment of Wounds and Bleeding
- CPR
- the Secondary Survey

The candidate must also attend the specified hours of training - 6 Hours

Course Content:

• Information on the contents of a workplace First Aid Kit

• Practical demonstration on: -

Primary Survey:

Secondary Survey:

Recovery Position:

CPR & resuscitation:

Spinal injury:

• The treatment of: -

Amputation:

Anaphylaxis:

Asthma:

Bleeding:

Broken Bones:

Burns:

Choking:

Diabetes:

Eye injuries:

Heart Attack:

Nosebleeds:

Poisoning:

Seizures:

Shock:

Stroke:

Marketing your business online – who, why & how

Date: Tuesday 15th March 2018

Time: 10.30am – 1.30pm

Venue: Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ

You've got a website, and you're on social media – so that's your online marketing sorted right? Maybe not...

Whether using online or traditional methods, identifying who your potential customers are and how to reach them is absolutely essential in order to generate the best results for your business. If you don't know who your customers are and which online channels they're using, then your efforts may be in vain.

In this workshop, you will create your own online marketing plan – identifying who your target market is and how to reach them - in order to help you focus your activities, and ensure that you're actually connecting with your potential customers online.

The aim is to provide you with clear marketing objectives that will give your business a competitive edge – and ensure a return on your investment. We'll also help you to review your current online marketing, and think of other platforms you could explore – and identify areas where you need to expand or refine your activity.

You'll leave with a clear idea of the next steps you need to take in order to generate the best results for your business – and information on a variety of follow on courses that will help you develop any new skills that you need.

In this workshop you will cover:

Who are your customers and how are you reaching them online?

Social media demographics – are you using the right channels to reach your target market?

Your Website – reviewing how people engage using analytics and demographics

Email marketing – using zero cost methods

Integration – seeing online marketing as a package of activity

Which platforms are right for your business?

Which skills do you need to develop and how you can do this

Measuring success – understanding the tools available to help measure the success of your marketing strategy

Your Trainers:

This workshop will be delivered by Frogmore Consulting, combining the skills and experience of principal consultant Marianne Pettifor and digital marketing consultant Jon Berg. Both Marianne and Jon are specialists in the hospitality and tourism sector, ensuring that the training provided will be tailored to the sector and highly relevant to your needs.

Cost:

Members £25 / Non - Members £40

This workshop is part of the South West Wales Regional Tourism Skills programme run by the South West Wales Tourism Associations (Carmarthenshire Tourism Association, Pembrokeshire Tourism and Tourism Swansea Bay.)

Members of all three Associations can attend this workshop at a special discounted rate of £25 per person.

The cost to all others is at the still excellent value, subsidised price of £40 per person.

How to Book: Ring 01646 622228 to book by credit card or for banking details to pay by internet banking. Payment has to be made to confirm your place

Places will be allocated on a first-come, first-served basis.

Contact us to book your place by no later than 9th March.

Unable to make this date?:

This course will also run in Swansea on Thursday 8th March and Carmarthenshire on Thursday 14th March.

1:2:1 Sessions: Email Marketing MOT

Date: Wednesday, 25th April 2018

Venue: Llanion Cove Offices, Cleddau Reach, Pembroke Dock SA72 6UJ

4 Sessions Available

Times: 9.30am-11.00am; 11.00am-12.30pm; 1.00pm-2.30pm; 2.30pm-4.00pm

Our Email Marketing MOT sessions give you the opportunity to spend 90 minutes with experienced trainer Juliet Fay, gaining expert advice on how to make email marketing work for you.

The focus of the session will be set by you prior to the day - with Juliet able to advise on all aspects of your email marketing activities and campaigns.

You may be new to email marketing and would like to find out more about how to get started. Or perhaps you're already actively marketing via email but want to boost engagement, increase your open rates, get advice on your copywriting or help to navigate your email marketing system.

Whatever your skills or experience level, Juliet can review your recent content, and give you the right advice to achieve your goals.

The session will be tailored to your needs so is suitable for all abilities and experience levels.

These 90 minute sessions are the perfect length to help you to have a positive impact on your business - bring your laptop & log-ins to implement practical changes as you go along - or bring your notebook if you'd rather learn the theory on the day and put it into practice at home.

About the Trainer:

Juliet Fay has been providing email marketing coaching and training since 2008. She can advise on best practice regarding the set up and delivery of different kinds of email marketing campaigns, including signposting to the legal aspects that should be considered when engaging in email marketing. She is also the only consultant in South Wales listed in the MailChimp's Experts Directory.

How to Book:

There are 4 slots available to book:

Session 1: 9.30am – 11.00am

Session 2: 11.00am - 12.30pm

Session 3: 1.00pm - 2.30pm

Session 4: 2.30pm – 4.00pm

Ring 01646 622228 to book by credit card or for banking details to pay by internet banking. Payment has to be made to confirm your place

Places will be allocated on a first-come, first-served basis.

Contact us to book your place by no later than 18th April.

Cost: Members £25 / Non - Members £40

This workshop is part of the South West Wales Regional Tourism Skills programme run by the South West Wales Tourism Associations (Carmarthenshire Tourism Association, Pembrokeshire Tourism and Tourism Swansea Bay.)

Members of all three Associations can attend this workshop at a special discounted rate of £25 per person. The cost to all others is at the still excellent value, subsidised price of £40 per person.

'First Payment Merchant Services' are offering Pembrokeshire Tourism members a free audit of the card processing costs. So, please give Joy Stanley a ring and she'd be pleased to give you a personalised, no obligation quote for your business.



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