

MARKETING BASICS: POSITIONING YOUR AGRITOURISM OPERATION FOR SUCCESS

Part 3 of the East Coast Agritourism Webinar Series

MARCH 16, 2010
12-1 PM AND AGAIN FROM 7-8 PM

This free webinar focuses on the principles of sound marketing that will be necessary for the successful positioning of your operation within targeted markets, and customer attraction. Specific topics will include an overview of the fundamentals of marketing (the "Four Ps": product, price, placement and promotion), the development of a marketing plan, and available promotional resources for agritourism. Dr. Brian Schilling is an Assistant Professor and Extension Specialist and Associate Director of the Food Policy Institute at Rutgers, the State University of New Jersey.



INSTRUCTIONS

First time users please join the session 15 minutes early to become familiar with the webinar interface. This Webinar will use Elluminate. If you have not yet participated in an Elluminate webinar then please go to www.illuminate.com/support for assistance setting up your computer. Do this at least 24 hours in advance of a live webinar in case you have any problems that need to be resolved. If you have any hardware or software issues you can call Elluminate Support at 1-866-388-8674, option 2. You will be prompted to download some software which may take anywhere from 2-20 minutes depending upon your Internet connection speed. The steps you will complete are as follows: 1) Click on the appropriate link for the webinar. 2) Check that you have java installed. If you do not, the screen will tell you how to download the latest version of java. 3) Make sure your speakers and/or microphone are set up correctly. You will need to enter the "configuration room" in order to test your audio setup. 4) Listen to the "recorded introduction" to get an overview of how to use Elluminate as a participant. This takes about 5-10 minutes to complete. Go to: <http://www.ncsu.edu/tourismextension/> links to other webinars in the series. For questions before the webinar e-mail the moderator, Stephen Komar skomar@njaes.rutgers.edu

12:00 – 1:00

<http://tinyurl.com/12-1Marketing101>

7:00 – 8:00

<http://tinyurl.com/7-8Marketing101>

TourismExtension
NCSU • PARKS, RECREATION & TOURISM MGMT

RUTGERS
New Jersey Agricultural
Experiment Station

NC State University
ASU State University
**COOPERATIVE
EXTENSION**
Empowering People • Providing Solutions