

Title:	Mission Possible: Making Marketing Manageable
Course Goals:	<p>Our goal is to <i>Make Marketing Manageable</i>. You do not need to have marketing in your title to be responsible for advancing the presence of Iowa State University Extension and Outreach. This workshop will help identify audiences and create a plan to reach those audiences. Learn no-cost marketing tactics that can be implemented right away. Discover more ways the Advancement Team can help you.</p> <p>This training is recommended for office assistants, county directors, county youth coordinators, program coordinators, program specialists, marketing coordinators and other county staff. If your role is involved in promoting programs, building relationships or talking about Iowa State University Extension and Outreach with the public, consider joining us for Mission Possible!</p>
Course Objectives:	<p>Participants will be able to:</p> <ul style="list-style-type: none"> • Understand the importance and difference between generalized and targeted marketing. • Recognize that each of us is the visual representation of our brand. • Learn how to identify new audiences. • Select best methods of communications to reach target audiences. • Identify tactics to grow networks. • Understand the importance of building relationships in communities. • Locate Advancement resources on MyExtension. • Increase engagement with Advancement staff to become more efficient and effective with resources.
Instructors:	<p>Advancement Specialists For questions, contact: Natasha Neal, 515-494-9225 natneal@iastate.edu Billie Koester, 515-943-9925 koesterb@iastate.edu</p>

Locations & Dates:	<ul style="list-style-type: none"> • Tripoli, April 15, 1-4pm • Cedar Rapids, April 16, 9am-12pm • Garner, April 24, 1-4pm • Spirit Lake, April 25, 9am-12pm • Clarinda, April 30, 1-4pm • Winterset, May 1, 9am-12pm • Ottumwa, May 2, 9am-12pm • Ames campus-Extension Bldg, Sept 26, 1-4pm
Time Requirement:	In-person workshop: 3 hours
Who Should Attend:	<p>Any individual who is responsible or a contributor to Extension marketing efforts. <i>If you need to persuade someone to take action, you're doing marketing.</i> This includes but is not limited to:</p> <ul style="list-style-type: none"> • Office Managers or Office Assistants • County or Regional Directors • Field Specialists • Program Coordinators • County Council Members
Course Benefits:	<ul style="list-style-type: none"> • Gain confidence in your marketing efforts • Understand your target audience and how to reach them • Implement no-cost marketing and cross-promotion activities • Recognize when to include your advancement specialists for assistance or greater exposure
Cost to Participants:	The workshop is being presented free of charge
Prerequisites:	None
Format:	This is an in-person workshop with opportunities for questions and personalized assistance
Equipment/Materials Needed:	None

Maximum Enrollment	<ul style="list-style-type: none">• No max enrollment• <i>Link to enrollment page when ready</i>
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