

Marketing Savvy Boot Camp

Part of your 2010 Practice Fitness Program

Will your Practice stand out from the crowd in 2010?



Sue Crampton graduated in the UK as a veterinary nurse in 1982. After working in the USA and Hong Kong as a veterinary nurse, Sue settled in Australia. Sue worked in a variety of mixed practices before forming the Australian Veterinary Nurse Resource Centre with her partner Mark Hardwick.

Sue has a Bachelor of Business, majoring in Marketing and Human Resources, and is acknowledged as a leading speaker, trainer and consultant across Australasia and UAE. She predominantly train and coaches in the areas of strategic planning and visioning, communication, customer service, staff management and practice development. Sue is also an accredited DISC trainer and is the Human Resource Manager for the Provet Group of Companies as well as maintaining work in a veterinary practice on the weekends. Sue undertook the AICD Company Directors course in 2008.



Murray McClure is the Director/Manager of PETVET, a large 3 clinic, small animal business in New Zealand. He has over 30 years experience in the veterinary industry. Murray joined PETVET in 1998 after spending much of his working life in large animal practices across Australia and New Zealand.

Murray has held various marketing positions through-out his career including with organisations such as ICI, Coppers and Mallincrot (now known as Schering Plough). Passionate about veterinary retailing and marketing, Murray presents regularly across Australasia on behalf of the Provet Group of Companies.



Unlock The Secrets Of Effective Marketing!

This exciting two day program offers a smorgasbord of expertise and experience from a range of quality speakers with an abundance of industry and business knowledge. We will assist you to develop a holistic and practical Marketing and Customer Service Plan for your practice.

Master the fundamentals for success in your Practice with:

Marketing Planning: What is marketing really, how does it impact my practice and why do I need it? A strategic approach to understanding what worked yesterday may not work today – understand how and why this has happened and develop marketing goals and objectives towards a successful future. Develop your own unique competitive advantage.

Practice Campaign Development: A practical approach to establishing your marketing and customer service campaigns for the year. Hints and tips from industry and marketing experts to position your practice in a competitive advantage to face the future.

Customer Service Planning: Understand consumer behaviour and the importance of analysing and monitoring client transactions. Develop a Customer Service Program that will clearly identify and meet your clients needs and highlight the systems, processes and staff training needed to underpin your campaigns. Work your client database and gain results!

What our 2009 delegates have said ...

"Another fantastic Boot Camp! Murray had some excellent ideas on maximising retail potential and direct marketing. It is inspiring hearing of his success"

"I feel more confident and prepared to implement marketing plans. I have a better understanding of how marketing also fits into my business plan. It's so lovely how everyone at CCG and Provet will bend over backwards to ensure my practice is a success"

Perth 22 and 23 March 2010

Auckland 8 and 9 April 2010



Thanks to our Insight Leadership Series business partner



AVA Vet Ed

BOOK NOW TO SECURE YOUR PLACE! AU: 07 3289 1900 | NZ: 09 920 4440



2010 Registration Form

YES, I wish to register myself and/or a colleague for the Marketing Savvy Boot Camp. I understand that payment is required at the time of registration, that receipts will be issued and that the CCG cancellation policy applies to my registration.

Registrant 1

Surname:

Given name:

Position:

Registrant 2

Surname:

Given name:

Position:

Practice Details

Practice name and address:

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Phone :

Fax :

Email :

Tick the boot camp location of your choice

Perth

22 & 23 March 2010

Auckland

8 & 9 April 2010

Boot camp investment

AU\$1,644 | NZ\$2,127. Any additional participants from the same practice can attend at a reduced rate of AU\$633 | NZ\$819 each. All prices include relevant GST.

Paying by Provet Plus Points?

I, _____ authorise for Provet Plus Points to be deducted from my account for the above programs. I have confirmed with my Provet branch that my account has the required points.

Paying by Cheque or Money Order?

AU Registrants | Please make cheques and money orders payable to Animal Industries Resource Centre, PO Box 10 Samford Qld 4520. **NZ Registrants** | Please make cheques and orders money payable to Provet NZ, PO Box 64149 Auckland 2124. Cheques and money orders must be attached with this completed form for registration confirmation to occur.

Paying by Credit Card?

Credit card type () Visa () Mastercard Card #

Name on card Expiry date /

Amount deducted Cardholder signature

Invoice to be made out to

Payment is required at the time of registration and receipts will be issued.

YOUR PRIVACY. The information you provide is collected for the purpose of processing your registration or for use in a CCG product or service. It may also be used for the related purpose of keeping you informed of upcoming CCG events and assisting us in improving and marketing our services to you. As part of the arrangement between CCG and supporting companies, CCG will issue each partnering or sponsoring company with the name of all participants and their participating practice. By submitting the registration form, your details will be added to the CCG database and used to address specific promotional material to your attention. If you do not wish to receive further information from the CCG please tick here _____. CCG acknowledges and respects your privacy and the confidentiality of the personal information you have provided.

Important Information

To ensure the experience for each participant is optimised, positions at our boot camps are limited. Each participant in the Insight Leadership Series will receive notes and pen, boot camp materials and templates, refreshments including lunch, morning and afternoon tea, delegate dinner and a tax invoice. Prices and speakers are subject to change without notice. Prices listed include GST.

Cancellation Policy

Cancellations received up to five working days before the boot camp are refundable— minus an AU\$110 service charge. Cancellations received less than five days prior to the boot camp and non-attendance will be considered as non-refundable.



AVA Vet Ed

Each Boot Camp attracts 16 Vet Ed Points