

GERALDTON

Tuesday  
28 February, 2017

## workshop

# How Builders & Contractors can massively increase profits with Social Media & Client Banks in 2017.

Master Builders in conjunction with Rich Training present this informative 3 hour workshop, presented by Rich Latimer.

**Marketing is the only way a business can develop and grow and for the trades industry there is no better or more cost effective strategy, than social and email marketing.**

Within 5 years these mediums will be the dominant force in how people, find, learn about, trust and engage Builders and Trade services and Rich Training is on the cutting edge of these developments and #1 provider of social/email/digital marketing for Builders and Trades in Australia and recognised by Facebook as in the *Top 100 in the World!*

### This workshop will:

- Demystify the latest buzz words such as social capital, social currency and client banking.
- Help you discover and learn processes for implementing and establishing your social media strategy.
- Explore the tools and methods to create revenue from these platforms.
- Help Builders understand how social media can create micro niche markets and attract higher profit jobs, and
- Assist you to gain the highest return on investment of any marketing channel.
- Provide an immediate pathway to implement the concepts discussed.

### The workshop is structured into 5 sections:

1. Introduction – social change overview (15mins)
2. Explanation of Social Currency, Client Banking and Social Capital. How Social Media/Email Marketing play a vital role in these key areas of a modern business (1 hour)
3. *Short break – 15mins*
4. Case Study/Testimonials – with FAQs – (1 hour)
5. Implementation/FAQs – allowing you to engage Rich Training services at members discounted workshop only rates – (30mins)



**DATE:** Tuesday 28 February, 2017  
**TIME:** 9.00am – 12.30pm  
**TRAINER:** Rich Latimer – Rich Training  
**VENUE:** Master Builders Association - 4 Walton Close, Geraldton  
**COST:**

<u>Per Person</u>	<u>Course Fee</u>
MBA Member	\$35.00
Non-member	\$45.00

\*Light refreshments provided

If you require further assistance, please contact us on **08 9921 5061** or email **geraldton@mbawa.com**

## Workshop – Builders and Contractors increasing Profits

Tuesday 28 February, 2017 9.00am - 12.30pm

### PARTICIPANT DETAILS:

Surname:	First name:
Date of birth:	
Mobile:	Email:
Home address:	
Suburb:	Postcode:
Job/Trade title:	
Job description (brief detail):	

### EMPLOYER/COMPANY DETAILS:

Master Builders member name:		
Employer/company name:		
Address:		
Suburb:		Postcode:
Contact name:		Email:
Phone:	Fax:	Mobile:
Please <u>tick</u> the industry sector in which you work	Commercial <input type="checkbox"/>	Housing <input type="checkbox"/> Engineering <input type="checkbox"/>

### PAYMENT DETAILS

*Payment must be received prior to the course date to secure your place & receive your confirmation.*

**EMAIL:** geraldton@mbawa.com      **FAX:** 9965 5025

**POST:** Master Builders Association, P.O. Box 1525, Geraldton WA 6530

**COST per person**

**Master Builder member**

**Non-member**

\$35.00

\$45.00

*Please note that course costs subject to change.*

<b>Method of Payment</b>	Cash <input type="checkbox"/> Cheque <input type="checkbox"/> Credit Card <input type="checkbox"/> Money Order <input type="checkbox"/>	<b>Amount: \$</b>
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Credit Card Details ( <i>please tick</i> ):	Bankcard <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>
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Card number:    _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _	Expiry date:    _ _ / _ _
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Cardholders name:	Signature:
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You must quote your **INVOICE NUMBER** as the reference when paying by Direct Deposit.

<b>Cancellation Notice</b>	<i>A refund will not be provided for no shows on the day of the course, or cancellations less than 5 working days prior to the course date. You may, however, substitute another person up to 24 hours prior to the course.</i>
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