

## **The best kept secret? Marketing and promotion for VMCs**

### **Overview**

To introduce participants to the concept of marketing and its value in delivering effective services

### **Who is it for?**

All Management Committees and those who support them.

### **Outcomes**

By the end of the session participants will:

- Understand the concept of marketing
- Understand the role of market research
- Be able to draft a press release

### **Length of session**

This session is designed to take 1 to 1½ hours



INVESTOR IN PEOPLE