



# BOOST YOUR BUSINESS

Presented by Indigenous Tour Agency Pty Ltd

## Eco Sustainable Work Practices

Workshop Duration: 2.5hrs Cost \$99

*Addresses the knowledge, processes and techniques to implement and monitor environmentally sustainable work practices*

Workshop includes:

- Effectively analyse the workplace
- Implement improvements
- Monitor their effectiveness.
- Take away processes and tools

## Learning the way to Cultural Sharing

Workshop Duration: 2.5hrs Cost \$99

*Improve your knowledge and skills on how to share culture in Tourism*

Workshop includes:

- Confidently share your cultural knowledge
- Communicate using both ways learning
- Present information and teach culture

## Go Global - Increase Sales

Workshop Duration: 2.5hrs Cost \$99

*Go from a Domestic to International Tour Operator*

Workshop includes:

- Offer a product geared to suit you and your client's needs including international visitors, online travel agents and industry associations. Become export ready!

## Marketing : Your Business Flight Plan

Workshop Duration: 2.5hrs Cost \$99

*Business goals are more than dreams - Marketing Blue Print*

Workshop includes:

- Identify sales partners
- Attractive market segments
- Practical marketing model canvas

## Social Media for Tourism

Workshop Duration: 2.5hrs Cost \$99

*Social Media to boost sales and increase customer visits*

Workshop includes:

- Content to boost your sales
- Destination marketing
- Reputation online
- Free social media manager

## Online Marketing for Tour Operators

Workshop Duration: 2.5hrs Cost \$99

*Embrace the internet and use its power to supercharge your business!*

Workshop includes:

- What you need for your website
- How to set up your website
- How to attract visitors to your website
- Digital score card

## Building Experiences and Profits

Workshop Duration: 2.5hrs Cost \$99

*Open4Bizness: Monetise your venture*

Workshop includes:

- What your business says about your brand
- Understand key drivers
- Inbound tourism basics
- Marketing Budget and Commission

## Attraction Marketing and Tourism

Workshop Duration: 2.5hrs Cost \$99

*Amplify your business message*

Workshop includes:

- Digital health analysis
- Social media in tourism
- Outbound tourism marketing

## Tourism Business Excellence and You

Workshop Duration: 2.5hrs Cost \$99

*Build a sales and development culture*

Workshop includes:

- Find your competitive advantage
- Engage with your workforce and community



' Travel distribution channels are the biggest e-commerce markets.

To compete, Inbound Operators must define their place in travel's next wave. ' - Ita