

Events Tasmania is kicking off a busy 2012 with **Leveraging the Power of The Web**, an exciting combination of workshops and coaching that will help you connect with the people you need to attract to your event.

Your web is the front door to your event – it needs to capture attention and maintain it in order to deliver the essential messages about your event promotion and management.

The starting point for the full-day workshops is presenter Jason Bresnehan exploring everyday examples demonstrating what the mantra “Content is King” is all about.

Jason shares practical, real-life examples to demonstrate that connecting and attracting audiences successfully through your web site is all about presenting the right content.

Three brainstorming sessions will drive the day, and Jason will work with each participant to generate implementable ideas of how you can create and crowd-source content to revolutionize your web to promote and manage your event. Content is created by you and success depends on its quality and the net you use to capture it.

The workshop will be followed up with four hours of one-on-one coaching with the objective of assisting you to implement your newly developed web strategy.

Full details of the program are given below, with information on how to express interest in attending. We hope to see representatives from your event there.

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## **The Program**

### Content is King

The key to successful use of the web and social media for promotion is the development of “push” content and sourcing of “pull” content that is relevant to your web audience. Unravel the terminology, demystify the process and connect to your audiences with meaningful content.

### Tuning Your Event Website

Tips and techniques to tune the structure, intuitiveness and search effectiveness of your website content so it is more meaningful to your audience.

### Going Viral Magic with Crowd-Sourced Content

The ultimate goal of modern-day web promotion is “going viral”. To go viral event organisers need to understand what crowd-sourced content is, the social media that collate and distribute it and how to seed that media with viral catalysts.

### Integrating the Web with Traditional Event Marketing Media

The event sector uses traditional marketing media well. Learn how to integrate the latest web and social media marketing to build on the power of your existing marketing.

### Using The Web To Manage Your Event Intellectual Property

The web is also an ideal tool to remotely store and retrieve your event intellectual property to improve efficiency, assist with risk management and succession planning.

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## About Jason Bresnehan

Our workshop facilitator and coach Jason Bresnehan is a business advisor and web consultant. Since 2004 Jason has managed a wide range of web projects including web content development and website builds for small clients through to the development of large scale web applications such as Australia's most popular media release publishing platform NewsMaker. Jason has extensive web experience as it relates to events.

For the last seven years Jason has collated, managed and published the content for the Discover Tasmania events calendar and in 2012 he will launch Eventca, an innovative web based event calendar publishing and distribution platform. Jason is a former venture capitalist and a Certified Practicing Marketer with a "keep it simple and get things done" approach. This program, devised by Jason, provides a unique opportunity to develop and implement new and improved web strategies for your event.

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## Expression of Interest

Inclusion into the Leveraging the Power of the Web program is by expression of interest as numbers are limited.

Workshop days are:

- Hobart – Tuesday 21 February
- Launceston – Thursday 23 February
- Burnie – Friday 24 February

Email Heidi on [Heidi.kalitsounakis@events.tas.gov.au](mailto:Heidi.kalitsounakis@events.tas.gov.au) by **Tuesday 14 February 2012** to express your event or organisation's desire to participate. Workshops in each centre are dependent on sufficient events expressing interest.