

Over the autumn/winter why not look at improving the marketability of your business?

Tourism South East can now offer your business the following training courses and workshops: **FREE*** to eligible businesses.

Welcoming Walkers and Cyclists

Discover what you can do to make your business walker and cyclist friendly and how to use promotional activities to enable you to capture a part of this growing profitable market. Includes guest speakers from Surrey Hills AONB Unit and Natural Discovery (an eco-tourism company).

Take the opportunity to have a go on one of the Electric Bikes supplied by Natural Discovery in Farnham Park at the end of the session!

10am-1.30pm (with lunch), Wed 19 Sept 07, Farnham Castle, Farnham
TSE price - £60.00 per person **FREE*** to eligible businesses

inc ride on
electric bike!

New
material!

Smarter Marketing

A newly redeveloped one day course tailored to the needs of smaller tourism businesses. Combines an introduction to marketing with an excellent overview of e-business & e-marketing techniques.

9.30am- 4pm approx, Wed 3 Oct 07, Farnham Council Chamber, Farnham

TSE price - £90.00 per person **FREE*** to eligible businesses

Search Engine Optimisation

A workshop led by Academy Internet, award-winning specialists in Internet marketing. Learn how to optimise your website for better visibility, convert browsers into buyers and how to continue attracting customers online. Have your website critiqued by the professionals on the day. Every delegate attending so far has gone away with at least two action points to improve their website. Don't miss this opportunity to improve yours!

11am- 3pm approx, Wed 31 Oct 07, The Hillside Hotel, Worplesdon, nr Guildford
TSE price - £120.00 per person **FREE*** to eligible businesses

inc website
critique

Welcome Host Plus

The ideal next step after Welcome Host, this course gives you an insight in to effectively handling challenging situations, how to build winning teams and aim for a truly world-class customer service. It also helps participants to develop their selling and communication skills further.

9.30am- 4.30pm approx, Tues 6 Nov 07, Godalming/Dorking area – venue TBC
TSE price - £80.00 per person – substantial subsidies available.
Contact Carrie Tripp, Surrey Tourism Manager for details 01483 444981

To register your interest or book places on any of these forthcoming courses please return the attached form to:

Dahlia Hill, Training Services, Tourism South East,
40 Chamberlayne Road, Eastleigh, Hampshire, SO50 5JH

Email: dhill@tourismse.com ♦ Tel: 023 8062 5445 ♦ Fax: 023 8062 0010

Free courses are available through Tourism South East as part of the Rural Welcome project funded by the European Social Fund. For more information please visit <http://www.visitsoutheastengland.co.uk/>.

*Project specific paperwork will need to be completed to ensure that the places are at the subsidised rates.

♦ Tourism South East is committed to equality of opportunity ♦

Section A – BUSINESS DETAILS

Company name: _____
 Address: _____

 Tel no. _____ Postcode: _____
 Main contact: _____ Fax no. _____
 No. staff employed: _____ Job title: _____
 Email address: _____

Can TSE contact you by e-mail? Yes
 No

Please complete the funding eligibility criteria below to check whether you are eligible for subsidised training. Please tick all statements that apply:

- The company does NOT employ more than 250 staff
- Business turnover is LESS than 50 million Euros (£34.9 million) for year ending _____ (Please state year)
- OR**
- Balance sheet total is LESS than 43 million Euros (£30 million) as at _____ (Please state year)
- The company is not more than ¼ owned or financed by a large organisation/chain or government body

Section B – PARTICIPANT AND COURSE DETAILS

Please reserve _____ (name) a place on the following course/s: (please photocopy for multiple participants)

Welcoming Walkers and Cyclists	Wed 19 Sept, 10am – 1.30pm, Farnham Castle, Farnham	Please book me onto this course: <input type="checkbox"/>
Smarter Marketing	Wed 3 Oct, 9.45am – 4.30pm approx, Farnham Council Chamber, Farnham	Please book me onto this course. <input type="checkbox"/>
Search Engine Optimisation	Wed 31 Oct, 11am – 3pm approx, The Hillside Hotel, Worplesdon, nr Guildford	Please book me onto this course: <input type="checkbox"/>
Welcome Host Plus	Tues 6 Nov, 9.30am – 4.30pm approx, Godalming/Dorking Area - venue TBC	Please book me onto this course: <input type="checkbox"/> Note – this course is £80.00pp

SPECIAL NEEDS

If you have any special needs please either note these down or contact us as soon as possible to discuss your requirements. Please include any special dietary requests:

Section C – PAYMENT DETAILS (please complete as applicable)

- I think I am eligible to attend the course(s) free of charge through the project, and would like to complete the necessary paperwork. Please send these out to me. I will return the completed forms ahead of the day.
- I enclose a cheque for £ _____ made payable to 'Tourism South East'
- Please invoice, using purchase order number: _____ (with address if different from establishment): _____

Signed: _____ Date: _____

Data Protection Act 1998 – This information will only be shared with other organisations, such as SEEDA, the Department for Education and Skills and the Department for Work & Pensions if this is necessary for audit or monitoring purposes.

Cancellations must be notified in writing at least **two weeks** before the publicised date of the course. Please note that cancellation after this time or non-attendance on the day will result in the **full fee** being payable. Participants cancelling courses that are at no cost will be charged an administration fee of £20.00.

Please return this form to: Training Services, Tourism South East, 40 Chamberlayne Road, Eastleigh, Hampshire SO50 5JH.

Tel: 02380 625545 Fax: 02380 620010

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