



# Experience **Gidgegannup** *in the hills*

Experience Gidgegannup aims to help local businesses and hobbyists promote their businesses and will again this year have a marquee at the 60<sup>th</sup> Gidgegannup Show.

This is your invitation to promote your products or produce within the marquee at the biggest event on the Gidge calendar, and it's FREE.

Start thinking about what you will promote!

Experience Gidgegannup is hosting a workshop to help you test your product's image (or even help you create one if you are not there yet!).

## **FREE MARKETING WORKSHOP - Hosted by local resident Mark Jessop.**

What's in a Name?

If you are selling a product or service you are often also selling a brand, image or experience.

Have you worked out what your product's image is, and does this image flow through to your promotions and advertising?

Mark has worked in the Perth marketing and market research industry for over 15 years. He has helped a number of rural service and product companies understand their client and develop their products. Products that he has worked with include fresh water trout, specialty cheese, farm machinery and products, milk, beer and Jesters Pies. He has also lectured at Muresk Institute in agribusiness marketing. He and his wife Helen have established a successful alpaca and specialty sheep farm in Berry Road.

If you want to be involved in the marquee at the show, it is important that you attend this workshop. Part of the workshop will be spent making arrangements for the show.

**To be held at the lovely Lake Charlotte Winery,  
Bailup Rd, Sunday 10th September, 3.30pm—5.30pm**  
Wine Tasting, Tea, coffees and finger foods provided.

RSVP essential by 5th September to Tania on 0417 928 580 or email

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