

MEDIA RELEASE



Thursday 10 May 2018

EVENT TRAINING A GREAT SUCCESS

Event organisers and Narrandera Shire Council staff were given the opportunity to further enhance their event management skill set this week at the Destination Riverina Murray event development workshop in Griffith.

The workshop was designed to expand the capabilities of event organisers for the region.

Event organisers were provided information on topics including; Strategic Direction of your event, business planning, consumer trends, experience development, handy hints for grant submissions, cost effective marketing tips and how to measure the impact of your event.

Destination Riverina Murray General Manager Richie Robinson said "There was an excellent turn out for the Event Development Workshops in the Riverina Murray region. We hope event organisers gained a lot of insights from the workshops which can be implemented events and increase visitation across the region."

Narrandera Shire event organiser, Joan Graham from the Narrandera John O'Brien Committee, attended the workshop in Griffith learning new ideas. Joan said "Overall it was an excellent presentation," and she hopes to incorporate new technology into future events in which she's involved.

Workshop attendees were provided with Business Plan, event marketing and evaluation templates which Narrandera Shire staff will be sharing with the Narrandera Shire event organisers.

Narrandera Shire Council financially supported Narrandera Shire event organisers to attend the workshops to further develop their skills. Narrandera Shire Mayor, Cr Neville Kschenka said "this was another great partnership for Narrandera Shire and Destination Riverina Murray to build the capacity and skills of our local event organisers."

Destination Riverina Murray will be holding free Marketing Development workshops later this month. For more information contact info@destinationrm.com.au or 0418 439 202.

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Image: Krista Hauritz (Event Development Workshop facilitator), Joan Graham (John O'Brien Festival), Richie Robinson (General Manager, Destination Riverina Murray), Kellie Dissegna (Narrandera Shire Council), and Toneale O'Connell

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Precis or Summary: Event Training A Great Success			
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Authorised By: George Cowan - General Manager	Media Contact: Communications Officer, Edwina Foley T (02) 6959 5502	Number of Pages	2
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