

A GREAT OPPORTUNITY TO JOIN A FREE 1 DAY WORKSHOP AIMED AT SMALL BUSINESSES IN LABOUR RECRUITMENT

CALLING ALL LABOUR RECRUITMENT MARKETERS AND SME BUSINESS OWNERS – KICK START YOUR BUSINESS IN 2010

You are invited to attend a 1 Day interactive workshop presented by Services SETA aimed at supporting our valued members in this sector.

Build your own 2010 Business Plan during the course of the day, while you experience the theory and practice of achieving excellence for your business.

The Labour Recruitment industry has recently been through challenges that have questioned the industry's integrity, image and business ethics. The recent calls from Trade unions and Government departments to ban the sector had cast a spotlight on the way the industry conducts its day to day activities. Less than stellar image had been portrayed in the media, labelling the industry as slave traders. Such connotations could have dire effects on the industry as a whole, especially for the Labour Recruitment SME companies that are trying to create their own space in this dynamic sector.

Industries have also been faced with economic problems caused by the recession both locally and globally. Learn a-fresh about the following:

- Design of recruitment display adverts
- Copywriting company profiles
- Attraction strategies and production thereof (e.g email headers, flyers, etc.)
- Employer branding strategies
- Marketing behind the launch of a recruitment company, division, new service, etc

The need is for business owners to understand the Integrated Marketing Communications channels and opportunities available to them. It is also important that companies grasp the costs associated with marketing the business and practically understand how to build a sound Marketing Plan.

The workshops will be held in the following regions, on the dates indicated below:

Region	Date	Time	Contact	Tel no.	Fax no.	Email
Nelspruit	10 Feb	9am - 4pm	Ebrahim Khan	013 752 2207	013 752 6434	EbrahimK@serviceseta.org.za
Durban	12 Feb	9am - 4pm	Marlene Fourie	031 207 1761	031 207 1766	MarleneF@serviceseta.org.za
Johannesburg	16 & 17 Feb	9am - 4pm	Theo Mufamadi	011 276 9600		TheoM@serviceseta.org.za
East London	1 March	9am - 4pm	Siyanda Gwabeni	043 743 5410	043 722 0587	SiyandaG@serviceseta.org.za
Port Elizabeth	2 March	9am - 4pm	Dianne Hofmeyr	041 582 2033	041 582 1678	DianneH@serviceseta.org.za
Cape Town	5 March	9am - 4pm	Zurina Ahmed	021 425 0417	021 4251575	ZurinaA@serviceseta.org.za
Bloemfontein	16 March	9am - 4pm	Samery Ruiters	051 430 6223	051 430 8771	SameryR@serviceseta.org.za

SOME BACKGROUND ON THE PRESENTER:



Michelle Perrow is a leading SA Marketer who has been involved with the Direct Marketing Association, the Advertising Standards Authority and numerous University Marketing Faculties, as Guest Lecturer, for the past 25 years.

This dynamic businesswoman was nominated Sanlam Direct Marketer of the Year in 2000, Loerie Direct Marketer of the Year in 2004 and was inaugurated into the Assegai Marketing Hall of Fame in 2007.

Her practical experience as Strategic Director of one of SA's leading agencies, combined with theoretical knowledge, will provide you with many answers and with the direction your business needs for 2010.

COST OF THE PROGRAMME IS COVERED BY THE SERVICES SETA. REGISTRATION IS FREE. REFRESHMENTS INCLUDED.

To register for this free 1 day interactive workshop, please contact your respective SSETA regional office. Please note that should there be less than 10 RSVP's for a workshop, the workshop will be cancelled.