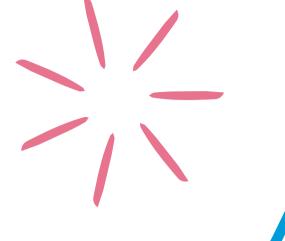
# PROMOTE YOUR LEARN LOCAL

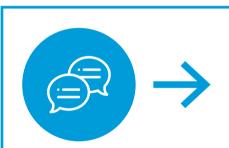














### 02 RIGHT MESSAGE

## 03 RIGHT CHANNEL

# RIGHT PEOPLE

# Consider the following:

- > Previous Learn Local stats
- > ABS data
- > NH annual data (if relevant)
- > Anecdotal
- > LGA data

audience?

IndustryConsultation

Who is your target

This term, this year, or this course?

# What does this data tell you about your community?

- > Starts or continues the story
- > Creates a picture
- Supports direction
- > Determines the future
- → Identifies gaps

# The right people influence the right message.

# What do they <u>need</u> to know?

- > Brand
- > Community
- > Benefits
- → Stories
- → What else?

The right people and the right message influence the right channel.

## How do you get the message out?

- > Print media
- > Social media
- → Community
- > Radio
- > Course Guide: How?
- Each other: How much do you share and value add?

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