

# WORKSHOPS

We will be running at least three new workshops in the regions this year covering a range of hot topics.

## 1 Online Technology and Social Media – April/May 2010

A practical hands on course - topics will cover search engine optimization, Google analytics, and social media areas like Trip Advisor, Flickr, Facebook, Twitter and blogs.

These workshops are not to be missed. Dates will be sent in early March.

## 2 Employer Obligations – June 2010

A refresher course on Employer obligations, what's new in this area, the minimum requirements for all employers, and staff motivation. There will be updates on employer subsidies, ACC and what you can do to minimise the cost, and a few payroll tips to make your life easier.

An important course for all employers.

## 3 Marketing – how effective are you? Tips from the experts – August 2010

Are you getting the best results from your marketing? This workshop will have expert guest speakers who have achieved great success with their marketing campaigns. Areas covered will be marketing to a green theme, making the most of your online presence, and building a brand story.

Come for a glass of wine and listen to the experts – you are guaranteed to take away some top tips to apply to your business.

## What's Next!

We will continue to roll out new services and offers throughout the year and look forward to telling you about them in our new magazine and our weekly T-Mail. Here's a sneak preview of some of the things we are working on:

- > More marketing opportunities for TIA member businesses
- > More legal support
- > More face to face contact with TIA
- > More online support
- > More business partner offers
- > Ways to encourage the highest standards and knowledge among the employees in our industry

[WWW.TIANZ.ORG.NZ](http://WWW.TIANZ.ORG.NZ)



tourism  
INDUSTRY  
ASSOCIATION NEW ZEALAND

WHAT'S NEW FOR  
2010

# MORE SERVICES EVEN MORE VALUE

## New for 2010

- > **FREE** online training modules for you and your staff
- > **FREE** business mentor service
- > More educational workshops throughout the regions
- > A new TIA magazine
- > More business resources
- > Access to a group Employee Assistance Programme

## ONLINE TRAINING

From April, TIA will offer ten online training modules per quarter for TIA members and their staff to help build business capability. You can access them anytime. There will be a range of topics suitable for those new to tourism and those who have been around for a while.

- + We'll email you in April with the first ten modules – get ready to build your business!

## BUSINESS MENTORING SERVICE

In partnership with Business Mentors New Zealand, TIA is offering full members access to a business mentor for free. TIA wants all our members to feel supported and to have the guidance to ensure their business prospers. Business requires a variety of skills and information at different stages and this is where a mentor can greatly assist.

Business Mentors New Zealand draws on skills and experience from a diverse range of fields, from sales and marketing, finance and accounting, management, technology, legal, human resources and administration.

The mentors have a genuine desire to make a difference to your business.

- + To enrol for this service contact [info@tiansz.org.nz](mailto:info@tiansz.org.nz)

## TIA'S NEW MAGAZINE – FIRST ISSUE APRIL

Our new magazine will help our members achieve the 100% promise. It is designed to lift expectations and capability at both industry and individual operator level. It will be tourism specific and cover national and international topics that you need to know about. We want to help you exceed visitor expectations and deliver world class experiences.

- + Watch out for it in your mail boxes in April – we know you will enjoy reading it.

## MORE BUSINESS SERVICES

We will be updating the membership section of our website regularly throughout the year with more business resources covering finance and accounting, legal, employer requirements, marketing and sustainability.

- + We hope you will make full use of these services and visit often.

## EMPLOYEE ASSISTANCE PROGRAMME

TIA has set up a group scheme for all members and secured a discounted hourly rate. The Employee Assistance Programme (EAP) group scheme allows members to access this service without any annual fees. EAP offers counselling services for staff and business owners and is particularly useful for performance management issues, employee stress, redundancy and restructuring support. We all know that our staff are our biggest asset, this service is a great way to support them.

- + Have a look at the flyer included in this pack – this is a valuable service for the health of your business.

## SOME THINGS HAVEN'T CHANGED!

- We are still actively advocating on the issues that matter to you, our members
- We are making sure tourism is active in the groups that matter; including the Land & Water Forum and the Adventure Activity Review
- We are continuing to lobby for more marketing investment from the government
- Premium Events – TRENZ and Tourism Awards
- We still have premium business partner offers for your business that make a real difference to your bottom line
- We are only a phone call away ph (04) 499 0104 or email [info@tiansz.org.nz](mailto:info@tiansz.org.nz)