



SINK OR SWIM

Cutting Edge Seminars
www.sinkorswim.co.za

MARKETING in an ONLINE WORLD

Is it still safe to sell anything anymore?

COMING TO TERMS WITH THE CONSUMER PROTECTION ACT (WITH A SPECIAL FOCUS ON SOCIAL MEDIA).

If you have anything to do with selling, marketing or customer service – the rules of the game are changing, and changing fast! With the Consumer Protection Act (that has been signed into law, and comes into effect next year everything you ever knew about how business works in South Africa is going to change! It is imperative that everyone involved in sales, marketing or customer service, to whatever degree, from the Managing Director down is fully aware of these changes to the legislation.

The SINK or SWIM: Consumer Protection Act (is it still safe to sell anything anymore?) Seminar will provide an overview of the changes to the CONSUMER PROTECTION ENVIRONMENT, the IMPACT on you and your company and the IMPLICATIONS for healthy business into the future.

In order to market your business effectively in today's ONLINE WORLD we need to make sure that we not only DO IT RIGHT but that we also DO IT through as many channels as possible! Coming to terms with the SOCIAL MEDIA challenges of marketing is a challenge (and opportunity) for all businesses.

This seminar will provide you with:

- a better understanding of the intention of the New Act with specific reference to the areas it addresses;
- more knowledge about the New Act and online Social Media, how these could present both challenges and opportunities;
- the ability to better assess how you and your business is impacted by the New Act and Online Social Media;

Who Should Attend:

- Business Owners
- Sales Management
- Customer Services Staff
- Managing Directors
- Sales Staff and Representatives
- Business Advisors/Accountants/Lawyers
- Marketing and Sales Directors
- Marketing Administration
- **(all other relevant parties)**

Format:

- Half Day Seminar 4 hours
- Times: 9:00am (coffee from 8:30am) to 1:00pm

Venue and Time: CENTURION

- LWAZI Conference and Meeting
- Dates: 2nd December 2009 & 27th January 2010

Cost:

- R 1,135.00 per delegate (Discounted for balance of 2009 – pay 2009 rates for January 2010 Seminar)
- Method of Payment: EFT to Bank Account (see below)
- Fax confirmation to 086-672 4456 to book (receipt and booking will be telephonically confirmed)

Space is limited so BOOK TODAY

This seminar is presented SINK or SWIM Cutting Edge Seminars.

Contact for more information:

Roger Hitchcock (roger@sinkorswim.co.za) Cell: 082 881 3717 or
www.sinkorswim.co.za

CONTACT DETAILS:

Booking Form: Consumer Protection Act

(fax fax together with payment confirmation to 086 672 4456/email to: roger@sinkorswim.co.za)

Ref:
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CENTURION: LWAZI CONFERENCE AND MEETING
 (IRENE, BOTHA AVE OFFRAMP) (PICK ONE DATE)

Wednesday 27th JANUARY 2010
 9:00am to 1:00pm

Thursday 25th FEBRUARY 2010
 9:00am to 1:00pm

Name:

Company:

Position:

CONTACT
 DETAILS:

Cell:

Tel:

Fax:

Email:

Postal Address:

TOTAL AMOUNT PAYABLE

Code:

Total per
 delegate

R 1,495.00

Signature:

Banking Details:
 (administered by
 Honeylane Consulting
 (Pty) Ltd)

ABSA Bank: Account Number: 92-3314-0604 Branch Code: 63-20-05
 Account name: Honeylane
 (Invoices/Receipts will be issued on receipt of booking – email proof of pmt to
roger@sinkorswim.co.za or fax to 0866724456)

**REF: SOS/Company
 or Delegate Name**

SINK or SWIM Consumer Protection Act MARKETING in an ONLINE World (Is it still safe to sell anything anymore?) Seminar - More detailed overview of sections:

Introduction to the Consumer Protection Act:

This starts with laying a good foundation for practical analysis of the new Consumer Protection Act

- Unpack the Business Context within which the Consumer Protection Act will operate, seeking to identify the key areas impacted;
- Layout the clear intentions of Govt and DTI that underlie the development and promulgation of the Consumer Protection Act, this relates to the broader SA and International context and developments;
- An overview of the Act – highlighting some key issues that reinforce the intentions and impact of the new legislation.

Unpacking the IMPLICATIONS and IMPACT of the Consumer Protection Act in terms of:

Objectives and Application of the Consumer Protection Act

- Internationalisation of legislative environment
- Protection and Regulation/Control of the Consumer Marketing Environment

Impact and Implications of the Consumer Protection Act

- Protection and Rights
- Redefining Roles and Responsibilities

Challenges presented by the Consumer Protection Act

- Communication
- Documentation
- Sales

Consequences

- Enforcement
- Activism
- The way ahead

Roger Hitchcock an experienced Business Analyst and Facilitator has been involved with a range of businesses (from the smallest to the largest). His experience and ability to present COMPLEXITY SIMPLY means that you will far better understand not just the content of the Consumer Protection Act but also (more importantly) how it impacts you and your business – in a practical way.

Marketing in an ONLINE WORLD – Social Media (Harnessing it for maximum impact)

The World Wide Web is a phenomenal communication medium that every enterprise must consider in their marketing strategy, BUT;

- Who can guide you?
- What options are available?
- Where will you find the information?

WSI Internet Marketing Consultants are dedicated specialists that assist clients to leverage the power of the internet to grow their business and increase their revenues.

Carl Drotsky, a highly regarded Internet Marketing Consultant in South Africa, will be giving an introduction into the latest Internet and Social Media developments.

Seats are limited, so book now to attend one of the seminars.