



FREE WORKSHOP!

Workshop 2 of the Travel Planning Essentials Series...

"WHAT TO DO WITH DATA & MARKETING EVENTS & CAMPAIGNS"

WHY ATTEND?

- Understand the value of data
- Interpret data results to get the most from TfW annual survey and mapping
- Prepare you for the TfW Travel Plan Awards
- Understand the fundamentals of marketing
- Hear how others have successfully delivered events and campaigns
- Enjoy a free networking lunch!

All TfW employers welcome: Especially, those new to TfW, participating in the TfW annual survey for the first time, considering employee home postcode mapping, developing a travel plan or planning to run an event.

TIME: Registration from 8.30 a.m. Start at 9.00 a.m. Lunch about 12.15.

DATE: Monday 20th September 2010

WHERE: SmartLIFE Centre, Cambridge Regional College, Kings Hedges, Cambridge, CB4 2QT

JOIN US...

Return the Booking Form to Lindsey or Tony at info@tfw.org.uk or fax 01223 475984

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The event is being run in conjunction with Sustainable Efficiency East (SEE), providing support to businesses across the Eastern Region to help them maximise the development growth and productivity improvement opportunities that moving towards a low carbon economy can bring. We are grateful for SEE's support.