

APEN proudly presents the 2018 Roadshow



Tips, Tricks, & a little bit of *Extension Magic*

In association with **Greg Mills**,
GoAhead Business Solutions

Build confidence in a workshop environment where we'll share success strategies and learn foundational and current extension methodologies.



How the brain processes information & how this understanding can be used to increase the uptake of information by your target audience and improve personal professional performance



The pain/pleasure complex & how this impacts on your target audiences' responses



The "WIIFM or WOFTAM" framework for designing extension activities



The strategies for professional sharing, networking & mentoring that maximise extension results



The application of social licence & values based messaging concepts to enhancing audience engagement, and how to use this to embrace non-traditional market segments



Key tools (eg, Plickers, market segmentation, mind mapping etc) that can enhance extension delivery & targeting



Utilising Success Measures and Active Actions to drive extension outcomes