

Survive, revive, and thrive: how to reach new customers



Kia ora

Your customers have changed so much in the last year, in both their spending habits and their buying behaviour. Relying on how you've always attracted customers isn't going to be enough to ensure your business can survive, revive and thrive in a COVID-19 landscape.

Auckland Unlimited has partnered with The Icehouse to create a subsidised one-day marketing workshop, 'Grow Your Business-In One Day', to help you learn how to generate sustainable growth in your business.

This workshop allows you to invite one additional person from your business to attend.

Spaces are limited and attending the workshop, valued at over \$1,000, is now available for \$20 per person*

North Harbour Workshop

*Thursday 17 June
9am - 4:30pm*

*Business North Harbour
Unit 2/322 Rosedale Road
Rosedale*

[Book now](#)

West Auckland Workshop

*Monday 21 June
9am - 4:30pm*

*Te Manawa Library
11 Kohuhu Lane
Westgate*

[Book now](#)

South Auckland Workshop

*Monday 28 June
9am - 4:30pm*

*Civic Building Manukau
33 Manukau Station Road
Manukau City Centre*

[Book now](#)

Central Auckland Workshop

*Tuesday 29 June
9am - 4:30pm*

*Hatchbox @ GridAKL
Level 4, 12 Madden Street
Wynyard Quarter*

[Book now](#)



About the workshop

During the workshop you'll learn how to:

- understand your customers - their problems, needs and desires
- refine and focus your products and services to deliver real value to customers
- identify what makes your business unique or positions you ahead of competitors
- acquire and retain customers
- drive incremental sales.

Throughout the day you'll develop a simple and actionable Growth Plan to drive sales growth in your business.

Every business that attends will also receive a one-hour, one-on-one follow up coaching session (valued at \$330) with the course facilitator - Icehouse Business Coach, Kevin D'Ambros-Smith - to further your unique business growth plan.

*Terms and Conditions: Spaces are limited and will be filled on a first-come, first-served basis. Booking fee is \$20 per person. Maximum of 2 attendees per business.

We hope you can make it to your local event, but if you're unable to attend that day, you are welcome to book in for another location.

Ngā mihi

Jane Finlayson
Head of Business
Auckland Unlimited