

Destination NSW, in collaboration with Hawkesbury City Council is running digital ready workshops for tourism product, services and events in the Hawkesbury.

This workshop will give you the tools to ensure your business or event can be found and promoted by your customers including visitors to the Hawkesbury region.

In this hands-on workshop you will learn about:

- **How travellers use the internet.** From dreaming to planning and booking and when they are actually travelling. The internet plays an important roles at each stage. By understanding how your customers are using the internet, you can make sure you are on the right platforms to be found.
- **Websites, what makes a good one?** It should be the hub of your online marketing, working hard for you 24/7, but all websites are not created equal. Review your website to make sure it is user friendly, fresh, mobile responsive and most importantly designed to convert visits into bookings.
- **Online listing- where should you be?** Get Connected, Google+, Local Directories, TripAdvisor, the list goes on. Find out where and why you need to be listed and the importance of up to date and consistent listings. With a focus on increasing Get Connected listings, operators will create or update their Get Connected listing during this workshop.

We will have a team providing hands-on support throughout the sessions.

What to bring:

- Laptop (wi-fi access will be provided)
- A selection of images of your product, service or event (minimum 2048 (w) x 1536 (h))
- General information on your product, service or event, including: description, location, date and time, contacts and indicative costs.

Light refreshments will be served. Please advise dietary requirements,

Three sessions will be held:

Tuesday, 19 June

Time: 5:30pm-7:30pm

Location: North Richmond Community Centre, 33 William Street, North Richmond

Wednesday, 20 June

Time: 8am-10am

Location: Deerubbin Centre: Tebbutt Room, 300 George Street, Windsor

Wednesday, 20 June

Time: 5:30pm-7:30pm

Location: Deerubbin Centre: Tebbutt Room, 300 George Street, Windsor

Please RSVP [here](#) by Friday, 15 June stating your preferred workshop date and time, name and business/event you represent.

We look forward to seeing you later this month.