

WORKSHOP DATES, LOCATIONS AND TIMES

The dates and locations of the workshops are as follows:

Friday, March 4 – Knoxville

Monday, March 14 – Nashville

The workshops will be conducted from 8:15 am to 4:00 pm. More detailed location information will be mailed to you once you are successfully pre-registered.

WORKSHOP REGISTRATION

Pre-registration for the workshops is **REQUIRED** as space is limited. No on-site registration will be allowed.

Two representatives of an enterprise may register and attend to work together on a single computer.

**To register, call
Megan or Kim at
931-486-2777
by February 25, 2005.**

The Center for Profitable Agriculture reserves the right to cancel events if sufficient pre-registration numbers are not met.

THE TENNESSEE AGRITOURISM INITIATIVE

The Tennessee Agritourism Initiative is a partnership of the Tennessee Departments of Agriculture, Tourist Development and Economic and Community Development, University of Tennessee Extension, including the Center for Profitable Agriculture and the Tennessee Farm Bureau Federation. Funding for the initiative is provided, in part, by USDA Rural Development. More information is available by selecting Agritourism at <http://cpa.utk.edu>.



THE CENTER FOR PROFITABLE AGRICULTURE

The Center for Profitable Agriculture is a department in UT Extension formed through a partnership between UT and the Tennessee Farm Bureau Federation. The CPA works to enhance Tennessee agriculture, aquaculture, forestry and rural communities through the evaluation of value-added ideas and enterprises. More information about the CPA and its services can be found at <http://cpa.utk.edu>.

Programs in agriculture and natural resources,
4-H youth development, family and consumer sciences,
and resource development.
University of Tennessee Institute of Agriculture,
U.S. Department of Agriculture
and county governments cooperating.
UT Extension provides equal opportunities in programs and employment.

AGRITOURISM WEB SITE DEVELOPMENT AND MARKETING WORKSHOPS

March 2005



Pre-registration Required

AGRITOURISM WEB SITE DEVELOPMENT AND MARKETING WORKSHOPS

Continuing with efforts in the state to build farm income through agritourism, the Tennessee Agritourism Initiative partners are offering another round of hands-on workshops for agritourism entrepreneurs interested in Web site design and marketing. Day-long workshops will be conducted in Knoxville and Nashville.

Space is limited, and PRE-REGISTRATION IS REQUIRED.

WHY WEB SITE DEVELOPMENT AND MARKETING?

This particular topic was chosen for an in-depth workshop for two main reasons:

- 1) Market research shows that members of the public use the Internet to gather information and make decisions. To many consumers, you do not exist unless you have a Web site.
- 2) Web site development was chosen most often by previous agritourism workshop attendees as a topic they would like to see in future workshops.

WORKSHOP OBJECTIVES

During the workshops, you will:

- ✓ Learn fundamental concepts and terminology related to Web site design and hosting,
- ✓ Learn Web site marketing techniques
- ✓ Be introduced to Web site building concepts and techniques

“The best time I have spent to learn how to redirect my business in today’s marketplace. I am very excited and anxious to get involved in an area I had no knowledge.”

-- Fall Workshop Participant

IS THIS WORKSHOP FOR YOU?

If you answer yes to ALL of the following questions, this workshop is for you.

- Are you the owner, operator or marketer of an existing Tennessee agritourism enterprise?
- Is a Web site appropriate for your target market?
- Do you have basic computer and word processing skills?

INSTRUCTOR



The workshops will be lead by Dr. John Toman, Director of Information Technology for the University of Tennessee

Institute of Agriculture. John will share some of his extensive knowledge about Web site development and marketing at the workshops.

To register, call

931-486-2777

by February 25, 2005.

For questions about the workshops, contact Megan Bruch at mlbruch@utk.edu or 931-486-2777.

“The instructor was excellent. Please use him again for future workshops. I felt he was very prepared and patient. Being with UT he had also an understanding of web site needs/priorities for the agricultural community. Would recommend this web course for an agritourism business!”

-- Fall Workshop Participant