



The Technology Transfer Initiative (TTI) invites you to:

Title: Market Research Workshop

Date: 9th & 10th June 2008

Content: Day 1 is a practical and interactive group workshop with a combination of peer learning, case studies and workshops.
Day 2 is a 1-2-1 mentoring session with a marketing specialist and will give you an opportunity to work through your own core business and your marketing ideas.

Presenter: Greg Byrne

Venue: Science, Engineering & technology Building, NUI Galway

Why attend: Have you identified the full range of market opportunities?
Is your product best positioned?
Are you using the correct selling strategy?
Which promotional tools and mediums work best?