

COURSE: **CS001**

#### SPONSOR

Rastislav Maršálek

#### LECTURER

Rastislav Maršálek

#### LANGUAGE

EN RU SK

#### DURATION (TIME)

1 hour

#### PLACE

Conference room

#### DIFFICULTY



EduProSport  
Marie Curie Skłodowskiej 1/A  
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# Centre Support Overview & Marketing of Hockey Development Centre

## AFTER COMPLETING THIS COURSE, YOU WILL BE ABLE TO

understand the needs, principles and marketing activities of a hockey center. We will teach you how to acquire customers, what business techniques and resources to use. How to present your center outward, what marketing channels to use and how to further systematically work with the customer. We will show you direct mail, social media and other online marketing tools for the promotion and customer acquisition.

## COURSE OUTLINE

- The importance of marketing and communications
- Customer acquisition
- Communication channels
- Social media
- Direct mail
- How to organize events
- Creating complex programs
- Marketing material and its application
- HelpDesk system

## WHO THE COURSE IS FOR

New, existing and potential customers.

## REQUIRED SKILLS

Basic computer skills.

## LINK TO PRODUCT DETAIL

[www.hockeydts.com/packages/center-support/](http://www.hockeydts.com/packages/center-support/)

## LINK TO COURSE DETAIL

[www.eduprosport.com/en/course/CS001](http://www.eduprosport.com/en/course/CS001)