

Building a customer focused marketing and communication strategy for your NDIS business through COVID-19 and beyond

COVID-19 has been a major business disrupter for many providers. Providers have cancelled services and/or restructured their services to meet social distancing & infection control requirements and many participants have cancelled services for fear of becoming infected. Service providers have commenced or are planning to recommence services, many in a new COVID-19 safe service model.

An essential part of business recovery is to attract both previous participants and new participants back to services. How providers frame their messages and communicate with participants, or more simply put, marketing, is one of the keys to successful business recovery and growth.

Boosting the Local Care Workforce Program have teamed up with researchers and lecturers from Charles Sturt University to bring you an interactive session on marketing and communications.

- **Marketing insights: A disconnect between providers and consumers perspectives**
- **The importance of understanding consumers' needs and how these may be evolving as the situation changes**
- **How to use your understanding to craft a message to participants, families, and carers that reinforces your value proposition**
- **Communication tactics that you can try**

Charles Sturt University will deliver a 40-minute presentation followed by a 40-minute interactive panel with services providers to share success stories in successfully engaging with participants. Our audience will be encouraged to ask their own questions of the panel.

Interested! [Book via Eventbrite \(link here for QLD\)](#)

To contact your local BLCW Regional Coordinator or discover more resources [Boosting the Local Care Workforce](#)