



## Creativity Matters in Marketing

South Gippsland Shire Council will host Dee Madigan as part of the Victorian Government's Small Business Festival this August.

Dee Madigan, Founder and Executive Director of Campaign Edge, will explore why creativity matters in marketing.

Dee will demonstrate how creative marketing ideas can be used to successfully influence others to change their behaviour.

"People make purchasing decisions emotionally. If you can make them feel, you can make them do. Creativity is the art at the heart of persuasion," said Ms Madigan.

South Gippsland Shire Council's Economic Development and Tourism Coordinator Ken Fraser was pleased to welcome Dee Madigan to South Gippsland.

"It is a great pleasure that South Gippsland shall host Dee Madigan as part of the Small Business Festival.

"Our local businesses have a great opportunity to listen to what shall be a very insightful presentation from an industry leader.

"We hope to see a number of businesses come along to the presentation to learn from Dee Madigan's expertise," said Mr Fraser.

The Why Creativity Matters in Marketing presentation will be held on 29 August 2017 from 6.00pm to 8.30pm at the Djinta Djinta Winery, Stevens Road, Kardella South. Bookings are \$35 with dinner included.

Anyone interested in the presentation can register online at [www.deemadigansouthgippsland.eventbrite.com.au](http://www.deemadigansouthgippsland.eventbrite.com.au) or contact Council's Economic Development and Tourism team on 5662 9200 for more information.

The presentation is part of the Small Business Festival which is funded by the Victorian Government.

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