



BOATING FOR THE FUTURE

MEDIA RELEASE

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Marketing Boating in an Always-On World in Focus at marine15

There will be a strong focus on developing marine business marketing skills at the marine15 international conference according to Organising Committee member Darren Vaux, Chairman of the Boating Industries Alliance Australia. "Over the past decade recreational boating has experienced minimal growth while other areas of discretionary expenditure such as caravanning, eating out and companion animals have been expanding at growth rates of 5-15% p.a.. As an industry we need to build our marketing capability if we are to do more than tread water. For marine15 we have put together a first class selection of marketing presenters. This will ensure delegates leave the event with new knowledge and skills resulting in more productive marketing" he said.

According to marine15 plenary speaker Martyn Thomas from FRANK Media, marketing is no longer the old process of starting one campaign, looking at the results then doing another. According to Martyn "it's about having an always-on mentality, being able to communicate and engage in real-time and being proactive. In this always-on world, consumer expectations are changing quickly. As a result, the nature of marketing itself is also changing. Data, digital, social, mobile, analytics and real-time agility have become integral parts of the modern business. This is essential for boating businesses to embrace if they are to avoid losing more market share to other areas of discretionary expenditure".

Using industry data for more effective marketing is the focus of another marine15 session by David Campsell from boatsales.com.au. David will show delegates what is selling and why; and explain how to evaluate trends from the available data. Dean Giakoumakis from Bayside Jeep will present a lively session on selling entitled 'They bought a Jeep. Now sell them a boat; overcoming objections to make the sale'. Tim van Duyl from Trade-A-Boat will examine 'who's making the purchasing decision' and what we can learn from this. Martin Grunstein from Success Communications will continue the strong marketing theme with a session entitled 'Making profits in changing times'.

Full details of the latest conference program, the list of exhibitors and all the pre and post events are regularly updated on the marine15 web site.

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Pic. Martyn Thomas, MD, FRANK Media

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Event dates 3 – 5 May 2015

Venue RACV Royal Pines Resort – Gold Coast, Queensland

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