Developing a Marketing Plan

Comments from 2019 seminar:

“If your goal is to continue farming, then attendance is MANDATORY.”

“Gets me refocused on goals and how to achieve them.”

“Reduce and remove emotion from the process. View analytically.”

“everyone in the room facing the same troubles”

“Best meeting of the year.”

For additional information, contact:

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Columbia, SC 29229
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803.418.9391
Email: smickey@clemson.edu

SCHEDULE
Seminar Date: Jan 7-9, 2020

January 7 10:00 am – 5:00 pm
January 7 Reception 6:30 pm
January 8 8:00 am – 7:00 pm
January 9 8:00 am – 3:00 pm

MEETING LOCATION
The Litchfield Beach & Golf Resort hosts this event. Located just twenty miles south of Myrtle Beach, SC on Highway 17. The resort boasts three championship golf clubs, a racquet club, and a health club.

Participants can stay at the Litchfield’s Summerhouse or the Bridgewater. The Summerhouse has one-bedroom suites and is adjacent to the conference center. The Bridgewater offers ocean front suites (20 minute walk to conference center). Call the resort (800-344-0982) for lodging reservations.

Agribusiness Extension
Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.
Executive Marketing: Developing a Marketing Plan allows farm operators to write a marketing and risk management plan for the upcoming year. The seminar packs over 18 hours of hands-on instruction, including problem solving and case studies. Participants will write a 2020 marketing plan based on FLOID (Family Living, Operating expenses, Interest expense, Debt service), and desired equity growth.

Join us in January at Pawley’s Island, SC to prepare your farming operation for a successful 2020.

SEMINAR TOPICS

- **Jeff Beal**: Fundamental Outlook
- **Eric Snodgrass**: Using Weather Data
- **Dave Kohl**: Mega Trends 2020-2030
- **Dave Kohl**: Managing Expectations 2020 & Beyond
- **Jeff Beal**: Using Options
- **Crop Insurance Refresher**
- **Scott Mickey**: Putting the Plan on Paper
  - FLOID
  - Target Price Analysis
  - Fundamental Price Projections
  - Year Round Marketing Strategies
- **Marketing Simulation Game**

TUITION

Tuition is $695 per student ($595 early bird registration before December 16, 2019). The fee covers all instructional materials, the welcome reception, breakfast, lunch, and breaks each day. Additional members of the farming operation join the group for only $325.

REGISTRATION

Enrollment is limited to 35 students. This allows maximum contact between participants and the instructors. Please register by Monday, December 16, 2019. Because of the class limitation, participants will be accepted on a first-come, first served basis.

REGISTRATION FORM

**EXECUTIVE MARKETING — JAN 7-9, 2020**

**TUITION FEE:** $695*

**PAYABLE TO:** CLEMSON UNIVERSITY
900 CLEMSON RD, COLUMBIA, SC 29229

**NAME:** __________________________

**COMPANY:** _______________________

**MAILING ADDRESS:** __________________________

**E-MAIL:** __________________________

**CELL:** __________________________

- Registrations made before 12/16/19 have a $100 discount

**REGISTER ONLINE**

[WWW.CLEMSON.EDU/EXTENSION/AGRIBUSINESS/EVENTS.HTML]