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## Draft Programme outline for DairyNZ Get Ahead Challenge 2012

Eight lessons (approximately one teaching session per lesson)

### Lesson one:

Overview

- Who Dairy NZ is
- What is the problem
- All about the DairyNZ Get Ahead Challenge 2012

### Lessons two and three:

Learn about your target market.

- Research and describe -Who are they? How do they think? What do they want to know? Where do they go to look for it? Why do they do it?
- Present your findings

### Lessons four and five:

Learn about your product.

- Research exciting career options available in the agricultural industry.
- Where are they available?
- What is the pathway to get there?

### Lessons six and seven:

Learn about promotion and promotional strategies.

- What strategies work? Why do they work? When is the best time to launch it?
- Where does your target audience look for them and hence where should you place them?
- How or what form should your promotional strategy take?
- Is your strategy right for your target audience? Identify at least three possible promotional strategies solutions.
- Recommend the best solution. Explain why.
- Submit a copy of the recommended solution.

### Lesson eight:

Learn about submitting your entry in for the DairyNZ Get Ahead Challenge 2012.

- Submit student work book and preferred promotional medium

The PD dates are subject to numbers.

If there are more teachers in different regions we will arrange a Sessions in that region

Wellington – 1<sup>st</sup> May

Dunedin – 8<sup>th</sup> May

Hamilton – 15<sup>th</sup> May

Auckland - 16<sup>th</sup> May

Queenstown – 22<sup>nd</sup> May

Hawkes Bay – 29<sup>th</sup> May

Christchurch – 30<sup>th</sup> May