



## ProVenueMax Marketing Intermediate

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### Marketing Intermediate

This course will enable users to easily create mailing lists to target current patrons. We will also look at the various options within the customer database and how this can be configured to maximise the potential data available to the Marketing department.

#### Who is it for?

This course is designed for Marketing or Box Office staff with limited, or no knowledge of the marketing functionality of PVM.

Initially the course will focus on getting a better understanding of the customer database; we will then move on to various customer extraction techniques. We will also cover refining these lists and running marketing reports.

#### Course objectives:

- To become familiar with the customer database
- Understand the use of flags, list codes and mail codes
- To understand with the various options available in List Generation
- Create awareness of marketing reports

**Location:** Milton Keynes

**Cost:** £140 + VAT per delegate

