



## Last chance to be a part of Livestock Advisor Essentials in northern Australia

There are now limited places available to join the *Livestock Advisor Essentials* program for the final session. LAE is a professional development program designed for early career professionals working in the northern Australian livestock industry.

This is an unbeatable opportunity to:

- ✓ Gain practical skills, tools and knowledge that you can apply to your role to enhance your offering to clients
- ✓ Build confidence and capability to provide holistic, high quality advice and support to your red meat clients
- ✓ Explore new communication approaches to effectively engage with clients and promote your services to potential clients
- ✓ Expand your network of industry contacts to share learnings and advice

|                                                                                     | Workshop                        | Date                | Location |
|-------------------------------------------------------------------------------------|---------------------------------|---------------------|----------|
|  | Meating the market              | 31 October 2023     | Brisbane |
|  | Influence, impact and extension | 1 & 2 November 2023 | Brisbane |

**Meating the market**, delivered by Elke Hocking, will improve your understanding of the current and future requirements for red meat customers and give you practical skills in analysing customer feedback to pass on to your clients. You will also gain confidence in being able to assist your clients identify and develop possible on-farm solutions to address compliance issues.



**Influence and impact** delivered by Jill Rigney (The Right Mind), will cover the fundamentals of human engagement, plus processes and frameworks for sustained influence. You will learn the components of deep engagement and connection, and tips for building your own brand. You will be able to apply these learning to extension design and the key components of a good system including monitoring and evaluation, communications planning and impact assessment.



The three-day session is \$1750. Places are limited.

Travel and accommodation expenses will be the responsibility of the attendee or their employer.

Register by 19<sup>th</sup> October. [Register here.](#)

For more information contact [livestockadvisoressentials@pinionadvisory.com](mailto:livestockadvisoressentials@pinionadvisory.com)