**Best Practices: Questions to Ask**

**Kim Behrens**

* Wed, Jun 16, 2010 3:56 PM

Conduct "best practices" research on effective efforts to drive participants into courses and share results with Network

- Brainstorm questions to ask (Team)

**Replies to this Topic**

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**Elaine Stover**

* Mon, Jun 21, 2010 6:10 AM

What are the  3-4 most effective marketing actions you take for public TFM courses?

What single marketing action brings in the most registrations?

Why has this action been the most effective?

What are the actions that support this primary action? (Before, after, reinforcing.)

How can this "best practice" be transferred to other regions, registrars?

Are you willing to have this "best practice"  shared with other trainers and registrars?