

WEBINAR:

Consumer Insight and Market Understanding in the Healthy Food & Drink Sector.

16th March 2021, 12:30pm (GMT)

Launching free innovation & business development training to support SME's in the Healthy Food and Drink Sector.

Understanding what motivates your customers and how to market to them effectively to convert interest into sales is fundamental to the success of your business.

This webinar will introduce you to a range of free training resources which are designed to support SMEs who are active in, or interested in launching into, the healthy food and drink sector.

We will explore:

- What you need to know about your intended or current markets and why
- Sources of market intelligence and consumer insight information
- Creating Consumer Personas and how this technique could help focus your product development and marketing strategies
- 20 Key Questions to ask yourself – the answers to which will build a sound platform for future success

This webinar is hosted by the AHFES project partners in Wales, Northern Ireland and Ireland.

[REGISTER HERE](#)

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