

## **QUICK WIN WORKSHOPS - Bite Sized Chunks**

**Based around brainstorming and action learning, our workshops are proactive and interactive and we hope you'll bring problems and challenges with you, that we can help you solve.**

You will go away with direction and focus for your marketing, an action list and the knowledge of how to achieve it.

If you don't see a subject listed that you'd like to know about, let us know as you may not be the only one who's mentioned it!

**"The course was delivered well by tutors who obviously knew what they were talking about"**

*(NHS hospital)*

## **Presentation & Pitch Skills - New Dates TBC**

**Something which haunts so many of us; presenting to people! Whether presenting internally to colleagues, at an event or presenting a pitch for a business sale, here are some golden nuggets which will help you through.**

For all levels of the organisation, for all sectors and for all types of presentation, the basic rules remain the same. This course will identify where you're going wrong and will give you the knowledge and confidence to get it right.

This takes the form of a practical workshop, so if you have a current presentation you're working on, please feel free to bring this. We provide a safe and friendly environment for you to calm your nerves and put what you've learnt into practice!



## **Writing Copy that Sings! - New Dates TBC**

**Copywriting is not easy. There are so many different styles of writing for different things; press releases, direct mailings, e-mails, advertising copy... They all require a different approach.**

This workshop outlines the basic rules of copywriting that need to be considered in all cases and some tricks to help you along the way. You'll gain confidence in your copywriting, you'll be able to recognise bad copy and you'll know which trick to pull and when to pull it!



## **Networking: Get Results! - New Dates TBC**

**By the end of this session you will understand the dos and don'ts of networking and be in a position to start applying what you have learnt.**

We will cover basic networking etiquette with tips and techniques on identifying objectives behind networking, how to join a group, the sensitivities of moving on and leaving a conversation and the purpose of following up afterwards.

**"I thought I knew what I was doing but, clearly, I've been doing it wrong! A really valuable session".**

*(Merchandise)*

## Your Strategic Workshop - New Dates TBC

If this recent downturn has taught us anything, it's to be as prepared as possible. We need to check where the business is, where we're expecting it to go and to really think about how we're going to get it there.

This workshop is limited to just 3 companies\* in non-competing sectors. We will spend half a day working on different areas of your strategy to make sure you know where your business is and where it's going. Is your product right for your market? Are you selling it to the right people? What are you trying to achieve? What is your mid-long term plan for the business?

This practical workshop will work through these questions and more to make sure you have a direction for the company and a map to get you there. You'll take away the basics of a strategy and an action plan to make it happen.

**Price:** £150 per person – maximum 5 businesses

Exclusive workshops can be arranged – please call for more details

**"Exactly what we needed and expected. We've found our direction!"**

*(Hotel & Restaurant)*



## Why Advertising Doesn't Work - New Dates TBC

Marketing's so frustrating! Why is it that some things work and some things don't? Don't waste any more money! We'll shed light on why some marketing methods suit some and others suit others.

Advertising is a fantastic medium to reach a wide group of people. But, if you have a specific product or service aimed at specific people, it won't work. This practical workshop will take you through the benefits and features of your product or service and help you identify if you're talking to the correct audience.

We'll then help you identify why your advertising isn't working and what you can do to either improve it, or replace it.

**"Thank you for a very interesting morning, a chance to revise some key features and time to think about messages and future possibilities."**

*(Promotional company)*



## Effective Marketing on a Budget - New Dates TBC

Here we will look at what you're trying to achieve for the business in the short and long term, who your target markets are and the most cost effective way to speak to them.

By the end of the session, you'll know exactly who you need to talk to, how to talk to them and what you're saying. Our action learning session will provide you with a task list to achieve your marketing goals on a budget.

**"The course was delivered well and I got more than I thought I was going to get out of it!"**

*(Training Company)*

## **Direct Marketing: What's it all About? - New Dates TBC**

**Direct Marketing can be very effective - IF done correctly. With so many techniques available these days, how do you know what would work for you and your clients?**

This practical workshop will help you identify which direct marketing techniques are right for your business and how to put them into place. We will cover techniques including networking (yes, networking!), telemarketing, direct mailings and e-mailings, plus touch on social media.

We will guide you through the minefield of buying data and tell you why 1 million email addresses for £500 are probably not going to work for you! This session will take you through the etiquette of how to make it all legal and work for you.

**“Really enjoyed the day, excellent tutors, a lot of food for thought!”**

*(Training Company)*

**We are always adding subjects to our programme, so please let us know if there are any other subjects that interest you**

## **Bookings**

All workshops are £75 per person (excluding the Strategic Workshops) and include refreshments.

The workshops generally take place in Chichester, but can be moved if sufficient numbers of attendees are rallied, so please let us know if you'd like us to come to you.

**We hold our workshops on a rolling basis, so if you can't make these dates, please let us know and we'll keep you posted on the next courses.**

## **BESPOKE MARKETING CLINICS**

**In our bespoke marketing clinics, we run a health check on your marketing. So, if you've already got a marketing plan in place or you need help putting one together, we can help make sure you're on the right track and you don't miss opportunities as they arise.**

We spend a full day with you working on your business and your marketing. We evaluate where you are, where you're heading and provide guidance and expertise on how best to get there.

After a day spent focused on marketing your business, you will be sure of your destination (goals and objectives), your route to get there (marketing plan) and your method of travel (marketing activity).

**Call 01243 60 40 43 or email for more information on our Bespoke Marketing Clinics.**