



COMMUNICATIONS | MEDIA | JOURNALISM

WELCOME



MONIQUE VILLA

CEO, Thomson Reuters Foundation

Welcome to our corporate training course directory.

This short guide provides insight into our work, our approach and our values.

You might wonder why a corporate Foundation focused on international philanthropy provides strategic training solutions for companies and governmental organisations.

Our answer is simple: professionals are increasingly in need of sharp tools to better present their message; we are uniquely placed to address those needs; and we can ensure our philanthropic initiatives remain sustainable by offering our know-how to organisations like yours. It just makes sense.

All proceeds from our corporate training are reinvested in the Thomson Reuters Foundation's core programmes that promote socio-economic progress and the rule of law worldwide. Therefore, by choosing us, not only are you ensuring you are getting state-of-the-art training from the best professionals in the market, you are also contributing to several high impact philanthropic initiatives. It's a win-win.

Each year, we go from strength to strength, expanding our offering and reach, delivering impact across the globe. Several international organisations have already seen the potential of our offering. Among them: Visa, Roche Pharmaceutical, UNICEF and the World Bank. In 2016 alone, we held courses in Paris, Moscow, Dubai, Sydney, Hong Kong, Boston, and many other cities. All our courses are designed to make an immediate impact thanks to a highly interactive approach and the instant feedback provided by peer participants and instructors. We offer courses worldwide and in many languages with bespoke training solutions on demand. You will find more detailed information in the pages to come.

You can place your trust in our name and long-standing reputation, and be safe in the knowledge that the training received is continuously being updated and offered worldwide to thousands of professionals who are actively encouraged to provide feedback.

I am confident you will appreciate the uniqueness of our offering and I look forward to counting you among our trusted partners.

M. Villa



REUTERS / Sergio Perez



Thomson Reuters Foundation is best placed to prepare individuals, organisations and government entities for changes in the media and communications landscape. We leverage Thomson Reuters skills to run programmes that inform, connect and ultimately **empower people worldwide.**

You can place your trust in us and be safe in the knowledge that the training received is continuously being designed and deployed to thousands of professionals.

All **proceeds from our training activities are redeployed philanthropically** to promote socio-economic progress and the rule of law across the world.



TRUSTLAW



UNDER-
REPORTED
NEWS



MEDIA
DEVELOPMENT



TRUST
CONFERENCE

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WHO ARE WE



Drawing on the values, expertise and global footprint of Thomson Reuters, the **world's largest provider of news and information**, we bring training solutions to companies, governments and organisations worldwide.

We offer scheduled public courses, in-company workshops, off the shelf, tailored and client bespoke interventions. All our subject matter experts and trainers have decades of experience in **communications, media and journalism.**



LEARNING OPTIONS



Our learning principles

Thomson Reuters Foundation combines experiences, such as projects and business challenges, with formal learning. Quite often the most **impactful learning** is experiential and **learning journeys** happen through a series of shorter activities that can be applied and put into practice immediately. These include self-study, peer learning, **formal learning** and sharing personal experience. We **learn by doing** and we learn from others and that's why we promote a number of approaches, including face-to-face, virtual classrooms, flipped classrooms, videos and discussions. These tools give you the opportunity to learn with your peers and enhance the learning experience.





We know not everyone is the same and people learn in different ways. We also appreciate that people are at different stages of their careers, responsibilities and competencies vary according to position and organisation.

This is why we accommodate tailored and bespoke learning solutions as we recognise it is important to create the right training for the intended audience and in the right format, be that face-to-face, eLearning, bite-sized or blended solutions. In addition we are used to creating training content to suit three distinct learning groups:

Introductory

A basic level for people who are new to a role, have limited subject knowledge or simply need a refresher

Intermediate

Aimed at practitioners and managers looking to deepen their experience

Advanced

Designed for those with high levels of responsibility, experience or knowledge

OUR APPROACH



REUTERS / Thomas Peter



Our consultation process

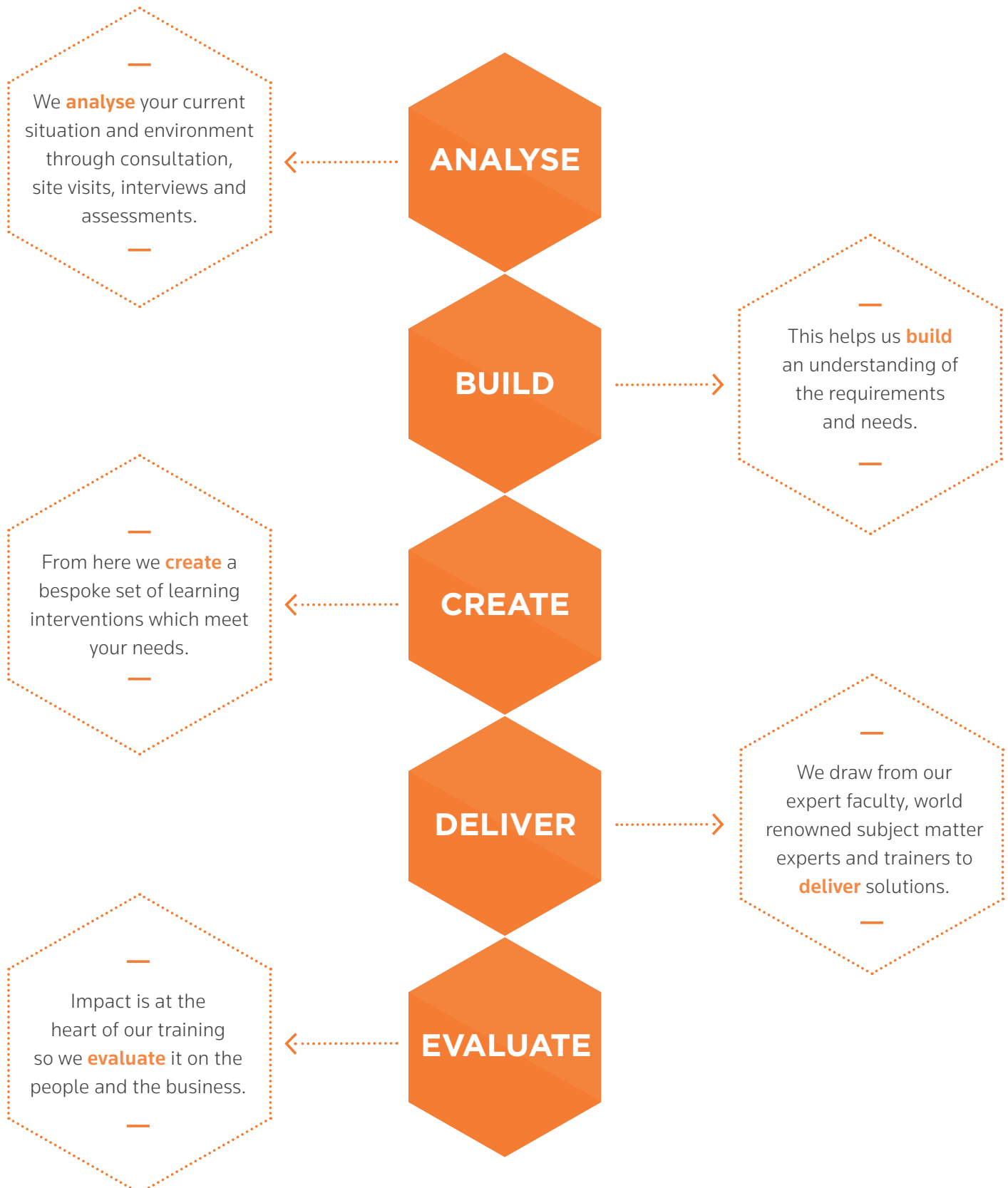
It's good to talk! Opening dialogue with us is the first part of the process and we will support you all the way. From day one, our group of account managers will discuss with you at high level what your requirements are.

From here they will advise you of your options, be that consultancy, capability assessments or off-the-shelf, tailored or bespoke solutions.

We will work closely with you to explore the business objectives and examine individual and team development needs.



Our **engagement process** is as simple as A....B....C



OUR TRAINING

We work with clients from both the public and private sectors and across a variety of industries. We cater for public workshops and work with organisations to design and engineer learning solutions with bespoke content. Below is a list of topical areas. Highlighted are our most popular workshops. All the workshops listed can be developed at **introductory**, **intermediate** and **advanced** level. Duration can vary from one to five days including a **bootcamp option** that encompasses a selection of courses.

TAILORED PROGRAMMES

WORKSHOPS

NOTE: Workshop sizes are typically 12 delegates (max); specialised workshops capped at 8 (max) *
Our training is also available in: French, Italian, Spanish, Hindi and Arabic

COMMUNICATIONS

- Introduction to communications
- Communications skills for managers
- Cross cultural communication
- Crucial conversations
- Customer service communications skills
- **Effective communications**
- Speech writing & public speaking
- Sales facilitation & presentation skills
- Key negotiating skills
- Introduction to marketing communications
- Marketing communications
- Corporate communication skills
- Effective communication skills for influencers
- Communicating change
- Business relationship management
- Telesales communications

STRATEGIC COMMUNICATIONS

- Introduction to strategy and planning campaigns
- Creating strategy & communications
- Planning & managing campaigns
- Measuring & evaluating
- Content & SEO
- Press release writing

PRESENTATION

- Public speaking*
- Powerful presentations
- **The presentation toolkit**
- Advanced professional presentations
- Presentation masterclass
- Proposals & bids
- Pitching for business
- Presenting & pitching
- Presenting with impact*
- Storytelling

SPECIALIST AREAS

- Slavery and human trafficking
- Climate change
- Sustainable development
- Women's rights
- Land rights
- Resilience
- Elections
- Oil and gas reporting
- Illicit financial flows

MEDIA & JOURNALISM

- Introduction to media awareness
- On camera interview training
- **Media training***
- Advanced media skills
- Media bootcamp
- Running successful press campaigns
- Crisis media training
- Crisis management
- Effective media relations
- Media training for NGOs
- Media training for politicians
- Media & blogger relations
- Multimedia for journalists
- Investigative reporting
- Editorial judgment
- Online journalism & social networking
- Television news
- Advanced financial & economic reporting
- Corporate governance reporting
- Reporting crises & disasters
- Court reporting
- Advanced reporting business news in the digital age
- Social media & digital journalism
- Financial reporting
- Mobile journalism
- Speaking professionally

WRITING

- Essential writing & grammar skills
- Business case writing
- Writing to customers
- Writing presentations & speeches
- Creative writing skills
- Writing for online audiences
- Effective business writing
- Professional report writing
- Proposal writing
- How to write the perfect brochure
- Blogging & communities
- Advanced writing financial and business news
- **Effective writing skills**
- **Advanced digital writing skills**
- Editing & proofreading
- Public relations - press releases and ghost writing
- Writing & delivering presentations
- Writing newsletters & internal communications
- Writing tenders and bids
- Emailing for business
- Press release writing

COPYWRITING

- Introduction to copywriting
- Effective proofreading
- Principles of great copywriting
- Advanced copywriting
- Copywriting masterclass
- Writing for the web

DIGITAL AND MARKETING

- Digital media relations
- **Social media strategy**
- Google analytics
- Communications and SEO
- Video content creation for the web
- Effective e-marketing
- Email marketing
- Advanced email marketing
- Managing marketing communications
- Strategic marketing masterclass
- Online reputation management
- Essentials of facebook, linked in & twitter
- Managing the risks of social networks
- Social media marketing
- B2B direct & digital marketing
- Blogging & communities
- Advanced reporting business news in the digital age
- **Social media toolkit**

A hand holding a green rotary telephone receiver. The background is a blurred crowd of people, suggesting a public event or protest. The word "COMMUNICATIONS" is overlaid in large white letters on an orange semi-transparent banner.

COMMUNICATIONS

- Business relationship management
- Communicating change
- Communication for managers
- Cross-cultural communication
- Crucial conversations – Intermediate and Advanced
- Customer service communication
- Effective communication
- Effective social media campaigns
- Internal communications
- Introduction to marketing communications
- Marketing communications
- Media relationships
- Media training
- Message development
- Negotiating skills
- Public speaking
- Sales facilitation and presentation
- Telesales communications

BUSINESS RELATIONSHIP MANAGEMENT

Managing relationships with trust and understanding for business success



What is it about?

Organisations succeed when their people co-operate and collaborate. Time and financial pressures; internal reporting and operating structures; distance; gender, age and cultural gaps; as well as conflicting performance targets can undermine professional relationships. This workshop shows you how to build trusting and constructive relationships with colleagues, managers, contractors and other stakeholders.



Who should attend?

This workshop is for business professionals of any level, including those wanting to build trust-based relationships; involved in client and other external facing work; and performing internal support functions.



Learning outcomes

- Increased self-awareness
- Understand the needs of colleagues and other stakeholders
- Identify strengths, weaknesses and opportunities in work relationships
- Develop key influencing skills
- Identify and embrace different working styles and personalities
- Develop presence
- Building rapport, trust and understanding



Benefits

Your organisation will benefit from employees who have examined their working styles and uncovered new and more effective ways of interacting with those around them. BRM is a crucial link between individuals and the business. It focuses on improving relationships in order to maximise business value.

Course structure highlights

- The BRM Role as a connector, navigator, and orchestrator
- The House of BRM
- Maturity of Business Relationship Management
- BRM "DNA" –the six BRM competencies:
 - Strategic Partnership
 - Business IQ
 - Portfolio Management
 - Provider Domain
 - Business Transition Management
 - Powerful Communication
- Clear, compelling written and verbal communication
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact

COMMUNICATING CHANGE

Clear, comprehensive and sensitive communication smooths transition



What is it about?

Organisations face frequent, sustained and substantial change as they strive to grow and succeed in an increasingly competitive world. Whether economic, environmental, technological or cultural, change can be managed effectively if communicated appropriately. This workshop provides practical guidance, techniques and real world examples of how to better communicate change to internal audiences.



Who should attend?

This workshop is relevant for anyone responsible for communicating change, particularly those in organisations undergoing frequent or sustained change, or those in organisations likely to experience substantial change in the future.



Learning outcomes

- Deal with resistance to change, its sources and solutions
- Understand the key role of communication in change
- Communicate bad news messages
- Communicate long-term, organisation-wide changes
- Communicate in the face of open-ended, unpredictable change
- Understand the responsibilities of communicators, leaders and HR colleagues
- Understand successful tactics, channels and techniques for communicating change



Benefits

Participants will benefit from a deeper understanding of the process of video production, from short form branded content for social media, through to editorial B-Roll for broadcast onto high spec creative videos.

Course structure high-

- Analyse leading research on change
- Case studies and models on how change is perceived
- Tips and techniques for increasing employee engagement and reducing resistance
- Drawing comparisons and studying best practice
- Effective negotiation in difficult situations
- Clear, compelling written and verbal communication
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact

COMMUNICATIONS

COMMUNICATING CHANGE FOR MANAGERS

Influencing and achieving through listening and language



What is it about?

The ability to communicate effectively is one of the most important skills a manager needs. From empathy to assertion and delegation, a manager must adopt a wide range of communication techniques to get the best from their team. This workshop addresses the challenges that managers face as they strive to encourage and supervise their team while achieving targets and goals set for them.



Who should attend?

This workshop is relevant for anyone in management – and anyone poised for promotion to management -- but particularly first-line supervisors, middle-level managers and project leaders.



Learning outcomes

- An understanding of what comprises good managerial communication techniques
- A greater awareness of their communication style and how to improve upon it
- A range of responses to deal with difficult people and handle work-place conflict
- Skills to enhance personal and team productivity through better working relationships



Benefits

Your organisation will benefit from managers who are aware of their strengths and weaknesses when it comes to communication and how to adapt their style to achieve the best from their teams. This workshop provides valuable models for communicating objectives and requirements to team members, as well as strategies for overcoming communication obstacles and resolving conflict.

Course structure highlights

- The BRM Role as a connector, navigator, and orchestrator
- The House of BRM
- Maturity of Business Relationship Management
- BRM "DNA" – the six BRM competencies:
 - Strategic Partnership
 - Business IQ
 - Portfolio Management
 - Provider Domain
 - Business Transition Management
 - Powerful Communication
- Clear, compelling written and verbal communication
- Listening with sensitivity and cultivating trust

CROSS CULTURAL COMMUNICATION

Working effectively in diverse cultures by adapting your communication style



What is it about?

A globalised world demands that we think, speak and act beyond our borders. Communicating effectively with people from different cultures is vital if we want to be successful professionally. We must learn to adapt our expectations and communication styles. This workshop provides valuable insights into how cultures vary and what you need to do to benefit from intercultural and international relationships.



Who should attend?

Anyone employed by a multinational organisation, particularly those working as expatriates; regularly travelling outside of their own country; or regularly dealing with colleagues, clients and other stakeholders outside of their country.



Learning outcomes

- Recognise how behaviour and attitudes vary by culture
- Apply key models of cultural behavioural differences to business practices
- Recognise differences in verbal and non-verbal communication
- Accurately modify expectations depending on the culture they are dealing
- Appreciate the work ethics and approaches of different cultures
- Adapt behaviour to fit the cultural norms of their business partners
- Build stronger cross-cultural working relationships
- Overcome obstacles to effective business through enhanced interpersonal sensitivity



Benefits

Your organisation will improve the cross-cultural relationships among your staff. A better understanding of how cultural behaviours differ will enable employees to adapt their expectations, reducing misunderstanding and conflict.

Course structure highlights

- Achievement vs Relationship cultural styles
- The course utilises the models developed by Trompenaer and Hofstede and include understanding cultural difference on a number of dimensions:
 - Uncertainty avoidance
 - Masculinity/femininity
 - Power distance
 - High context/low context
 - Individualism/collectivism
 - Achievement/ascription
- Time consciousness (monochronic vs polychronic chronemics)
- Personal Space (personal/physical proxemics)

THE WAY WE COMMUNICATE



IS CHANGING

CUSTOMER SERVICE COMMUNICATION

Cultivate confidence for dealing with customers



What is it about?

Making a great impression from the start, persuading someone to buy your product, following up to ensure they are satisfied and handling complaints considerately – these skills are vital to providing successful customer service. This workshop helps participants better understand customers and equips them with skills to navigate varying needs, demands and challenges with courtesy and confidence



Who should attend?

Anyone involved in external-facing business services would benefit from this workshop, especially those in marketing or selling directly to clients; managing teams who market or sell directly to clients; handling customer requests, concerns and complaints.



Learning outcomes

- Recognise your customers (internal and external)
- Understand the importance of the service chain
- Develop effective communication and assertiveness skills
- Develop professional and useful ways to respond to complaints and concerns
- Communicate positively with existing and potential customers



Benefits

Your organisation will benefit from having employees who are able to efficiently and considerately engage and persuade customers, as well as handle any complaints effectively. By building a positive brand and securing customers' referrals, an organisation can expand and improve profitability.

Course structure highlights

- Defining service chain responsibilities
- Internal vs external customers
- Services: marketing, advertising, sales, accounts
- Confidence with courtesy
- Useful models of complaints procedures
- Following up to build sustainability into the business
- Create a compelling physical presence
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact
- Engaging groups and difficult people
- Clear, compelling written and verbal communication

COMMUNICATIONS

CRUCIAL CONVERSATIONS

(INTERMEDIATE & ADVANCED LEVELS)

Learning and deepening your ability to motivate, persuade and inspire



What is it about?

Every conversation involves starting, sustaining or ending relationships. Words spoken can inspire, encourage or harm others. Complex, and often difficult, situations regularly arise in the workplace. Those who manage or lead need to know how to communicate instructions efficiently and deliver criticism constructively to ensure as little disruption and conflict as possible. This workshop can be delivered at an intermediate level – where participants learn to communicate more confidently and with more control – or at an advanced level – where participants master new skills to communicate in extreme situations.



Who should attend?

This workshop is relevant to anyone in a management or leadership position, particularly those initiating dialogue in a complex or sensitive situation; continuing a complex or sensitive conversation; or needing to feel empowered and confident at work.



Learning outcomes

- Practical tools to communicate effectively in difficult situations
- New perspectives on how to tackle complex, sensitive and challenging situations
- Raised and maintained confidence
- Insights into inspiring and motivating colleagues
- Skills to forge positive workplace relationships
- Ability to engage difficult individuals



Benefits

Your organisation will benefit from managers who develop a high level of communication skill and confidence. Staff who can tackle difficult situations with resilience and control can diffuse tensions and motivate others. Constructive dialogue that engages people will lead to improved productivity.

Course structure

- Developing confidence
- Dealing with nerves
- Accountability and responsibility
- Create a compelling physical presence
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact
- Engaging groups and difficult people
- Energising your voice to command engagement
- Developing authenticity
- Establishing trust
- Building positive energy

EFFECTIVE COMMUNICATION

Master your message and deliver it with impact



What is it about?

Communication is the art of being understood and of understanding others. Within a professional environment, we communicate to achieve an identifiable outcome: change the opinion of our audience or spur them to action. Crafting credible and clear messages that are delivered in an engaging manner achieves this impact. This workshop will help you to identify your individual communication style, adapt it to different situations and build rapport with your audience.



Who should attend?

This workshop is for any professional wanting to influence outcomes, particularly those wanting to improve workplace relationships; strengthen their hand in high-stakes environments; deliver clear, compelling messages; or who feel their communication skills are stilted or in some way ineffective.



Learning outcomes

- An understanding of their own communication style and how it impacts on others
- The skills to influence others and develop more effective relationships
- The ability to communicate effectively to 'gain the edge' and achieve objectives
- An awareness of the techniques available and how and when to use them
- Significantly improved presentation skills
- Stronger message development
- Strategies for handling difficult questions and taking control in challenging situations



Benefits

Investing time in developing your communication skills, establishing a more appropriate communication style and practising it, can be highly rewarding. More effective communication among people can greatly improve workplace relationships and help individuals use their skills for real performance improvement.

Course structure highlights

- Successful communication and barriers to achieving it
- The characteristics of an excellent communicator
- Methods of communication
- The essentials of communication
- Develop listening skills & build rapport
- Perception and the impact we make
- Determine what skills are required and how to use them
- Communication styles
- Identify individual styles and understand what they mean
- Adapt your style to that of others and different situations
- How to use communication
- Hints and tips on applying the skills developed on the course

EFFECTIVE SOCIAL MEDIA CAMPAIGNS

Leveraging social media to target and engage a specific audience



What is it about?

The internet has changed the way individuals and organizations campaign – offering them a variety of free or inexpensive social media tools that can enhance their traditional promotion efforts. This course helps participants identify the most effective social media techniques according to their target audience and successfully integrate these online methods with conventional marketing tools to create a highly-leveraged media campaign.



Who should attend?

This workshop is for mid-level communication staff working for governments, aid agencies, charities, NGOs and other organisations that are involved in campaign design and/or implementation. A basic understanding of Social Media, Messaging and Strategic Communication is preferable.



Learning outcomes

- Understand how social media can maximize campaign impact
- Identify at least four new media techniques for campaigning
- Learn how to write effectively for different platforms (Twitter, FB, Blogs... etc.)
- Design an effective campaign using social media
- Target and engage a desired audience with greater precision at lower cost



Benefits

Participants will benefit from a deeper understanding of how social media can be used to the greatest advantage. Organisations will benefit from a greater return from their social media campaigns and be reassured they are following best practice guidelines. They will also see how social media campaigns can be measured and improved.

Course structure highlights

- How to use social media to build effective campaigns
- Using the most appropriate social media tools for different purposes
- Best practice Facebook pages, Twitter accounts and LinkedIn profiles
- Effective targeting
- Online engagement and advocacy
- Grow audience interest and attract media coverage with "buzz"
- Insights and analytics
- Common dangers with the use of new media such as plagiarism, breach of copyright, etc.

INTERNAL COMMUNICATIONS

Effective internal communications can improve staff engagement and efficiency



What is it about?

Conflicting messages and crossed wires cause frustration within an organisation, resulting in dissatisfaction and undermining productivity. Developing and delivering a comprehensive and clear blueprint for internal communications can go a long way to ensuring staff understand what the organisation is aiming for and how they plan to achieve it. This workshop explores effective techniques for communicating internally and the role it plays in the broader communication mix, contributing to an improvement in performance.



Who should attend?

This workshop will benefit anyone engaged in or responsible for producing communications material, including those who are new to the field of internal communication and those with limited experience of professional communications in general.



Learning outcomes

- Recognise the benefits from effective internal communications
- Understand the factors which make internal communications a great vehicle for staff acquisition, motivation and retention
- Have skills to help disseminate organisational objectives, targets and information throughout all departments and divisions
- Recognise good practice in creating the right message for the right stakeholders
- Be aware of the opportunities to communicate in different and newer ways



Benefits

Your organisation will benefit from enhanced communications with staff and other stakeholders. Clearer messages will lead to less misunderstanding and go a long way to improving the efficiency and atmosphere in your organisation. Staff that feel engaged are empowered and by harnessing this your organisation will become increasingly successful.

Course structure

- Scope of communication tools, their advantages and limitations
- Identify and engage with stakeholders
- 8-stage action plan
 - Analyse your organisation
 - Set down strategic and tactical communication objectives
 - Segment your audiences – rank stakeholders
 - Develop key messages and themes for each group
 - Match communications vehicles and media to your objectives
 - Implementation - set and follow an action plan
 - Recognise and defuse barriers to implementation
 - Measure the outcome – appropriate key performance

COMMUNICATIONS

INTRODUCTION TO MARKETING COMMUNICATIONS

Build a solid foundation to communicate to your market



What is it about?

Every organisation has a range of marketing tools available to promote its services and products -- from direct selling to advertising and social media. It's not always easy to know which tool serves the best purpose at the appropriate time. This workshop will widen your knowledge of marketing tools and their individual strengths, as well as provide valuable insight into how marketing is rapidly changing due to social media, mobile and digital platforms.



Who should attend?

This workshop will be useful to people who are new to marketing and are looking for a concise overview, as well as people who have marketing communications responsibilities as part of a wider role.



Learning outcomes

- Familiarity with the range of communication tools and techniques
- Analyse the best mix of tools for your organisation
- New knowledge and skills to improve your organisation's marketing



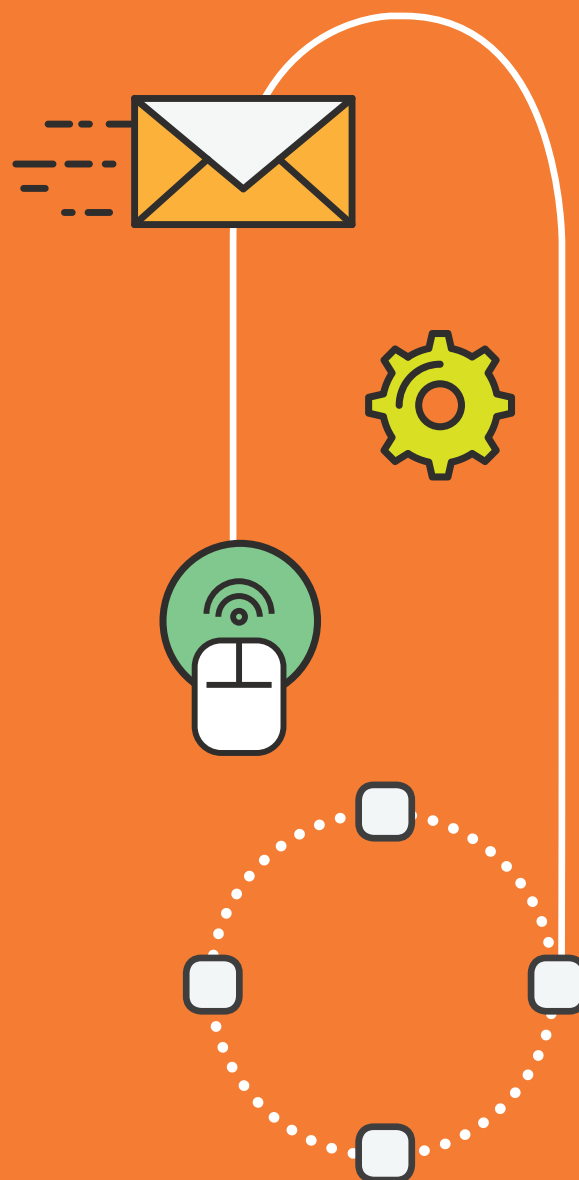
Benefits

Your organisation will benefit from employees who understand the marketing communication options available and who can develop the right marketing communications strategy. Employees will also learn how to manage and enhance the relationship that exists between marketers and external partners such as advertising and PR agencies.

Course structure

- Marketing tools and techniques available and how they are changing
- Awareness of challenges facing business today
- Marketing communications within your organisation
- Needs of target audiences to aid communications messages
- Effectiveness of campaign activity
- Assess tools and techniques including advertising, direct mail, public relations and sales promotion, as well as personal selling
- Working with professional suppliers such as advertising agencies
- Capitalising on the full potential of electronic media
- Exploring brand journalism

BECOME OVERWHELMINGLY



UNDERSTOOD

MARKETING COMMUNICATIONS

Strong, targeted messaging can boost your brand and bottom line



What is it about?

We live in an age of information overload where each of us receives around 1,500 commercial messages a day. Our minds simply cannot fully acknowledge, process, analyse and act on each of these. This workshop helps you develop and implement practical and effective communication plans that stand out and promote your service or product. It will help you evaluate and revise your existing plan, looking at new systems, technology and best practice.



Who should attend?

This workshop will benefit marketing managers, business or line managers, as well as external communications managers.



Learning outcomes

- Deeper understanding of marketing methods
- Budgeting tools for an effective communication plan
- Measurable targets
- Integrated above and below the line strategy
- An optimal media mix for maximum impact
- A communication plan that stands out



Benefits

Your organisation will benefit from managers who have a deeper awareness of marketing best practice and the latest marketing methods. Managers who are able to integrate a mix of marketing tools and develop communications strategies that are relevant to a target customer group are more likely to have a higher positive impact on business.

Course structure highlights

- Different communications methods and how they interact
- The communications mix – achieve maximum impact
- How to write an effective communications plan
- Impact of advertising – raising and maintaining awareness
- Planned public relations – and customer relationship management plan
- Sponsorship – how to get the most out of it
- Sales promotion – how it contributes to bottom-line profit
- Measurability – how to evaluate the plan and revise in changing conditions
- Budgeting methods – how to ensure that spend is not wasted
- Clear, compelling written and verbal communication
- Cultivating trust
- Effective body language and eye contact

MEDIA RELATIONSHIPS

Becoming a valuable source and influencing journalists



What is it about?

All journalists have contacts they can use for background briefing, off the record reporting, a quick quote just before a deadline, or simply a call for an update. You can build a level of trust and credit by being one of these contacts, earning yourself the right to say 'we want some publicity on this, is there anything you can do?'. Also, when things go wrong you are more likely to persuade journalists to work with you to resolve things. This workshop will provide guidance on how to nurture respectful and mutually beneficial relationships with the media.



Who should attend?

This workshop will benefit anyone who engages with the media at any level. The focus is on the actual relationship between the individuals.



Learning outcomes

- Understand how the media works: news organisations, hierarchies, news cycles
- Know your subject: understanding your work but researching journalists too
- Develop incisive and accessible media messages to sell a story
- Handling difficult reporters



Benefits

Participants will benefit from being able to get to the point quickly and engage the media by making their messages – whether written or spoken – relevant and accessible. Organisations will benefit from having staff who can deliver group messages clearly and confidently to a media audience.

Course structure highlights

- Get to know journalists who cover your patch
 - Who are they
 - What matters to them
 - What are they particularly interested in
 - When are their deadlines
- Take the rough with the smooth
 - When you can't get something published
 - When you are misquoted
- Dangers: dealing with ambitious reporters and freelancers, handling calls from unknown journalists, understanding what off-the-record means, socialising with the media
- Reputation Management – Honesty, Accuracy, Accessibility

COMMUNICATIONS

MEDIA TRAINING

Understanding the media and using journalism for the benefit of your organisation

What is it about?

In a world of 24-hour global news coverage, organisations face intense pressure to capture the attention of the world's media. Sharp, accessible and credible messages are vital to engage journalists and persuade millions of readers, listeners and viewers about the importance of your organization's work. Sophisticated ideas, plans and issues must be explained in a clear fashion. Messages must stand out. Quotes must sparkle. Statistics must tell a "big picture" story. This workshop shows you how to develop and deliver truly engaging and memorable messages for the media. It helps you to adopt the skills journalists have honed over decades to fashion and deliver outstanding messages which convince and persuade your audience.

Who should attend?

This workshop will benefit anyone seeking to explain the importance and impact of their activities by offering engaging, media-friendly stories for local, domestic and international news organizations. The focus is on developing and delivering messages to print, TV and radio journalists in a clear and confident way.

Learning outcomes

- Develop incisive and accessible media messages to sell a story
- Use keywords to add impact to the story, and quotes to inject personality
- Structure clear arguments and deploy memorable facts and context
- Explain complex issues in a simple way to TV, radio and print journalists
- Prepare quickly and effectively for interviews and press conferences
- Anticipate skepticism and "bridge" away from difficult questions
- Handle nerves, tough questions and difficult reporters

Benefits

Participants will benefit from being able to get to the point quickly and engage whoever they are addressing by making their messages – whether written or spoken -- relevant and accessible. Organisations will benefit from having staff who can explain complex issues clearly and present in an engaging manner.

Course structure highlights

- What makes the media tick? Understanding deadlines, bylines and the news cycle
- Honing news judgment – recognizing what makes for a great story
- Do you make it clear why this matters to the media, public and investors?
- Understanding the Power of Less – the 10 Second Test
- Developing clear, credible and engaging messages for print and TV
- Press releases – key elements, common mistakes, pitfalls

MESSAGE DEVELOPMENT

Crafting clear and compelling messages that convince and persuade an audience

What is it about?

Sharp, accessible and credible messages are vital to engage stakeholders – both internal and external – and convince them of the importance of your organisation's work. Sophisticated ideas, plans and issues must be explained in a clear fashion. Messages must stand out. Quotes must sparkle. Statistics must tell a "big picture" story. This workshop will show you how to develop and deliver truly engaging and memorable messages.

Who should attend?

This course is for anyone seeking to explain the significance and impact of their activities in a clear and confident way. While especially beneficial to those who deal with external stakeholders like the media and investors, it will also be useful for those who are producing reports or presentations for internal consumption.

Learning outcomes

- Develop incisive and accessible messages
- Use keywords to add impact and quotes to inject personality
- Structure clear arguments and deploy memorable facts and context
- Explain complex issues in a simple way without "dumbing down"

Benefits

Participants will benefit from being able to get to the point quickly and engage whoever they are addressing by making their messages – whether written or spoken -- relevant and accessible. Organisations will benefit from having staff who can explain complex issues clearly and present in an engaging manner.

Course structure highlights

- Honing judgment – recognizing what the significant facts are
- Understanding your audience
- Developing clear, credible and engaging messages
- Using a simple pyramid structure
- Deploying keywords and leads to attract an audience
- Injecting context to give immediacy
- Understanding the power of rhetoric, word play and quotes
- Packaging Information - Statistics, Anecdote, Analogy, Metaphor

NEGOTIATING SKILLS

Managing engagement successfully to achieve the outcome you want



What is it about?

The ability to negotiate positively and collaboratively is key to success at work. Our professional life is a series of negotiations with external companies and customers, as well as internally with colleagues and managers. This workshop will share tools and techniques to help participants improve their persuasion and influential skills. It will instill confidence and improve overall communication style. Participants will learn how to maintain their value positions under pressure and resolve deadlocks efficiently.



Who should attend?

This workshop will benefit anyone in business and particularly those wanting to build a good understanding of how to structure and run an effective negotiation; those without previous formal negotiation training but find it is an increasing part of their role; as well as those who need to regularly or occasionally negotiate with customers, either formally or informally.



Learning outcomes

- Have knowledge and understanding of differing negotiating techniques
- Have skills to plan a negotiation strategy, identifying their goals, their bargaining position and anticipating the other side's demands
- Know how to diffuse tension and handle unexpected demands



Benefits

Constructive negotiation skills that lead to improved timelines, price or quality can enhance your organisation's profitability. Individuals who feel more confident about their negotiating ability will be capable of creating more positive and collaborative settlements. They will know how to maintain value in the bargaining phase, hold their value position under last-minute pressures, and find ways out of deadlocks quicker and more frequently.

Course structure highlights

- Range of negotiation techniques e.g. accommodate, avoid, collaborate, defeat, compromise
- Best practice examples
- Plan effectively, get the best results and anticipate the other side's position
- Begin a negotiation effectively to set the right tone.
- Close a negotiation effectively
- Understand your requirements and those of the other party
- Assess where the best deals can be done
- Receive and respond to proposals, until an acceptable solution to both parties has been found
- Handle attempts to win unwarranted concessions

PUBLIC SPEAKING

Pack a punch when you address an audience with memorable content and engaging delivery



What is it about?

Speaking publicly puts you and your organisation at centre stage. When asked to address an audience, you need to make an impact and seize this opportunity to get an important message across or influence people to take action. This workshop shows you how to craft material that will engage people and how to present this by maximizing your voice, personality and energy. The course covers breathing techniques, striking the right pitch, eliminating stammering, mumbling or rambling.



Who should attend?

This workshop is for executives, senior managers and professionals who find themselves presenting and speaking to any kind of audience. It is also for those who write speeches but don't necessarily deliver them and would also benefit those who want to approve their general public speaking skills.



Learning outcomes

- Crafting clear and compelling messages
- Using language and other verbal techniques to make content memorable
- Learn to write and structure your speech for specific audience
- Understand the benefits of key words, and the message they communicate
- Methods to inject colour, drama and impact into your speeches and presentations
- A range of voice techniques to improve the audience's perception of you and your content matter
- Greater self-awareness and confidence



Benefits

Delivering high-impact speeches is one of the best ways to get noticed by your bosses, peers and potential employers. It's also a great way to bring your message to a wider audience and positively brand your organisation. Success in public speaking indicates leadership and professionalism.

Course structure highlights

- Writing the speech
 - Understand your objective for the specific speech
 - Learn how to thoroughly research and structure your speech
 - Use your choice of words and style to add drama
 - Learn the common of the pitfalls in speech writing and how to avoid them
- Delivering the speech
 - Gain power over language, voice and speech
 - Understand and practice how to use the full range of your voice
 - Conquer your nerves when giving speeches

COMMUNICATIONS

SALES FACILITATION AND PRESENTATION

Persuade customers and win business with professional presentations



What is it about?

Clearly communicating the facts a customer needs to make a choice and delivering a pitch with authenticity contributes to successful sales. This workshop helps you to look at your presentation through the eyes of your buyer, match your style to their needs and deliver in a manner that will impress them enough to buy. What works for some, doesn't work for others and it is important to examine your approach and explore ways of improving and adapting to changing environments.



Who should attend?

This workshop can benefit all those in business but particularly sales personnel account executives. It is advisable for participants to have at least one year's sales experience.



Learning outcomes

- More sales
- Better rapport with customers through clear communication
- Your audience's attention and interest
- More business development calls converted to appointments
- Learning from previous experiences to get it right the next time



Benefits

Equipping staff with the ability to quickly and accurately assess a customer's needs and then adapt their style to engaging a potential buyer can give businesses the edge in our highly competitive world. This workshop can help you ensure that pitches and presentations convert to sales and translate to profits.

Course structure highlights

- Qualities of a truly professional sales person
- Revisiting the vital aspects of the sales process
- Identifying decision makers and how best to approach them
- Getting the right information to seek out areas of improvement
- The matching process – understanding what customers buy
- How best to present your goods or services in a manner that will show benefits
- How to make professional business presentations
- Buying signals and closing the sale
- Identifying true and false objections and overcoming them
- Matching selling styles to buyer behaviour
- Buyers' likes and dislikes through the eyes of the buyer
- Proven ways to increase your success at making telephone

GOOD COMMUNICATION





STIMULATES AND MOTIVATES

TELESALES COMMUNICATIONS

Promoting your message clearly to the right people



What is it about?

Telesales communications, like other marketing skills, requires strong, targeted messaging to boost your brand and bottom line. This workshop is about how to reach the person who makes decisions and how to establish rapport, while promoting your offering clearly and presenting solutions.



Who should attend?

The workshop is designed specifically for sales people who are telephone based and involved in cold Calling and / or up selling into new and existing accounts.



Learning outcomes

- Clear and engaging messages
- Strategic thinking and conversation planning
- Dealing with objections
- Building credibility, trust and rapport
- Identifying and using your Sales Value Proposition
- Presenting a pitch with impact
- Best practice guidelines



Benefits

Telesales professionals will benefit from understanding how to measure the needs and responses of potential customers to ensure they can engage them throughout a sales pitch. This workshop will also help to uplift sales of the Telesales professional and identify key elements of the sales process to enhance capabilities of any people working in a 'sales through service' environment.

Course structure

- Articulation and presentation manner
- Identifying and locating the decision maker and getting past the gate-keeper
- Establishing credibility
- Opening pitch and objection handling at the start of the call
- Company offerings, case studies and anecdotes
- Probing for information
- Differentiating your organisation/offering from the competition
- Understanding the prospect needs
- Attentiveness and listening
- Concluding the sale
- Dealing with objections when concluding the sale
- Agreeing next steps and negotiating deadlines

A hand is shown moving a black chess piece on a wooden board. The background is a blurred bokeh of warm and cool lights. An orange semi-transparent rectangle is overlaid on the right side of the image, containing the title and list.

STRATEGIC COMMUNICATIONS

- Campaign planning and management
- Digital copywriting and SEO
- Strategy execution
- Writing press releases
- Marketing measurement and evaluation

WRITING PRESS RELEASES

Create clear, compelling press releases that engage readers



What is it about?

Organisations produce press releases to inform their audience of developments. To engage an audience in an era of information overload, press releases and newsletters must not only be clear and compelling but must get to the point rapidly before a reader's attention wanes. This workshop is essential for anyone who writes press releases, statements and newsletters. Practical skills are shared within a strategic framework so that delegates understand why the tools they are using are important to their employer's goals, whether in the private, public or voluntary sector.



Who should attend?

Those involved in communications – internal or external – and marketing professionals would benefit from this course. However, anyone producing written content will also gain deeper insight and new skills.



Learning outcomes

- The six fundamentals of all good writing
- Gaining a deeper insight into your audience
- Why companies need public relations
- What journalists expect from press releases
- Planning and writing persuasive press releases
- Top tips for newsletter contents and design
- Identifying newsworthy stories
- How to do great interviews that provide powerful stories



Benefits

Participants will gain new analytical and writing skills that will enable them to convey compelling key messages to both internal and external audiences. This will help make you a key player in your organisation's success, increasing your brand's influence and contributing to competitive edge.

Course structure

- Analysis of good and bad writing
- Planning content that engages audiences
- Basics of media relations
- Analysis of difference between successful and ineffective press releases
- Writing exercises
- Successful press release checklist
- The psychology of persuasion
- Comparison of employee newsletters
- Interviewing techniques

STRATEGY EXECUTION

Turning plans into realities by successfully implementing strategy



What is it about?

A well-structured, clearly presented and logical framework for turning strategy into actual activity is vital for an organisation. This workshop provides an overview of the strategy implementation process, alerting you to potential pitfalls and highlighting challenges and opportunities. It is designed to help you better understand and grow more familiar with the step-by-step process needed for successful implementation.



Who should attend?

This workshop is for managers who are involved in, or responsible for implementing their organisation's strategy. This could include managers who are leading teams, business units or business development programmes. The workshop would also help those who are involved in their organisation's strategy implementation from key functions, such as the marketing and sales teams, finance and operations.



Learning outcomes

- Translate high-level strategy into practical goals and objectives
- Develop the culture needed for effective strategy implementation
- Identify and make plans to fill any key gaps in your organisation's capability
- Build and lead strategy implementation teams
- Use tools and techniques to win and retain stakeholder support
- Establish a balanced performance management system
- Ensure that the key learning points are used to strengthen delivery capability



Benefits

The best plans in the world cannot achieve anything unless they are properly implemented. This workshop provides a framework for the effective and efficient implementation of any strategy. Participants will learn how to fit actions to timeframes and better understand and organisation's culture.

Course structure

- Strategy implementation – the key challenges and barriers to organisational success
- The key principles for strategy implementation success
- A high level framework for strategy implementation within an organisation
- Understanding the key requirements of the 'start point' for strategy implementation
- Building the right foundations for successful strategy implementation within an organisation
- Identifying and managing key stakeholder relationships
- Identifying and building your desired organisational culture
- Establishing effective strategy implementation teams
- Initiation and execution of key elements of strategy

STRATEGIC COMMUNICATIONS

MARKETING: MEASUREMENT & EVALUATION

Assessing the efficiency and impact of your marketing strategy

What is it about?

Ensuring activity stays within budget is crucial for all organisations and accountable marketing goes a long way towards managing the numbers. This course will help you develop a more quantitative approach to the development, implementation and evaluation of your marketing plans, utilising appropriate metrics to assess both the efficiency and effectiveness of your strategy and tactics.

Who should attend?

This workshop would benefit anyone involved in marketing activities but particularly those responsible for measuring and evaluating their marketing and expenditure.

Learning outcomes

- Design appropriate marketing metrics (with relevant formulae)
- Develop marketing plans with the emphasis on implementation, evaluation and feedback
- Measure the efficiency and effectiveness of strategic (customer) and tactical marketing (mix) activities – including digital/social media metrics
- Determine what works and what doesn't and allocate your marketing budget accordingly
- Establish links (statistical) between market activities, performance and results
- Create a 'Marketing Dashboard' or 'Scorecard' to focus effort and assess effectiveness and ROI
- Ensure that marketing is seen as accountable and adding value

Benefits

Participants completing this workshop will have the skills and confidence to develop a metrics-oriented approach that can help your organisation achieve more with the resources available. Marketing plan will become more efficient and effective, resulting in an improved return on marketing investment.

Course structure highlights

- Understanding the 'what, why, how, who, when and where' of marketing metrics
- Designing metrics (using a template) and calculating formulae
- Exploring value-oriented marketing (the value equation, customer, shareholder and brand value – including the new ISO10668 brand valuation standard)
- Strategic and tactical metrics workshop (client/customer/consumer and marketing mix, including digital marketing)
- Metrics case study - identifying and integrating key metrics
- Using performance measurement frameworks, such as the

DIGITAL COPYWRITING & SEO

Writing for online impact and taking search optimisation to the next level

What is it about?

The impact of digital content hinges largely on how structured your search engine optimisation (SEO) plan is and how well this is integrated with the copywriting of content for your digital site. This workshop shows you how to plan your SEO, review the many techniques that can increase search traffic and measure the number and behavior of resulting customers. It will show you how to use best practice SEO tactics to win new customers and retain existing ones in order to create a profitable online business.

Who should attend?

Anyone who produces content for a website would benefit from this workshop. It would be particularly useful for marketing and web managers, who are implementing SEO programmes in B2B and B2C markets. Participation in this training can be enhanced if participants bring access to their own Google Webmaster Tools and Analytics accounts and raise any campaign specific issues.

Learning outcomes

- Research, plan, co-ordinate, and implement structured SEO programs across various teams
- Learn about the four signal groups that Google measures to determine ranking
- Measure the results of your SEO
- Understand the close relationship between copywriting and SEO
- Produce more effective written content
- Make the best use of your budget
- Win support for SEO and avoid the smoke and mirrors accusations of stakeholders
- Improve the focus, process and techniques of SEO with valuable hints and tips
- Gain a broader understanding of the role of SEO within the overall marketing plan

Benefits

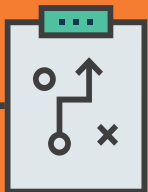
Participants will benefit from a deeper understanding of the process of video production, from short form branded content for social media, through to editorial B-Roll for broadcast onto high spec creative videos.

Course structure highlights

- The principles of good video reports
- Identifying the best stories for video treatment and how to add value
- The differences between writing for the page and the picture
- Interviewing for video and audio
- What makes a good sound bite
- Constructing reports
- Constructing a timeline
- Building video into your campaign or communications plan
- Budgeting for video and getting value for money



GET THROUGH TO THE PEOPLE



THAT MATTER TO YOU

CAMPAIGN PLANNING & MANAGEMENT

Engaging customers and supporters more powerfully



What is it about?

Audience engagement is vital to building business and raising awareness. By adding value and applying a co-ordinated promotion or marketing campaign, organisations can achieve greater impact. This workshop provides participants with a deeper understanding of how to select the appropriate marketing vehicle and understand how this fits strategically within the broader campaign. It gives an overview of the many behavioural techniques available that can lead to a desired change.



Who should attend?

This workshop would benefit those working in marketing who are new to promotional and awareness campaigns. It would also help those who perform marketing and sales support, as well as those involved with communications or brand development. Anyone looking to learn more about how promotional campaigns impact on business targets would also benefit.



Learning outcomes

- How to select and integrate relevant promotion tools
- Evaluate and improve communication activities to powerfully influence behavioural change
- Get more out of agencies and support services
- Build brand and complement brand activations through promotion
- Set realistic and achievable objectives
- Develop and understand effective and ineffective sales promotion initiatives
- Exploit a toolbox of techniques and mechanics of sales promotion
- Match promotion tactics with promotion objectives



Benefits

You will learn how to apply integrated thinking to promotional marketing campaigns, evaluate and improve your mix of promotion tools and ensure that the different tools are blended to best effect. Your confidence will improve when selecting, managing and briefing internal and external partners. Your understanding of how to influence behavioural change will be sharpened. You will see how and why the best organisations leverage brand and insight through promotion.

Course structure highlights

- Modern promotional mix fundamentals refresher
- The role of sales promotion in today's integrated communications bundle
- Why promote and how to integrate?
- Integrated off and online promotion techniques
- Mechanics for different objectives
- Consumer and trade behaviours
- Brand constraints of promotional activity
- Optimising agency briefs and briefings
- Best practice guidelines

A man in a dark suit and light blue shirt is shown in profile, facing right. He is wearing a small earpiece and has his mouth slightly open as if speaking. His right hand is raised with fingers spread, and his left hand holds a small, dark, rectangular remote control. The background is dark, and the lighting is focused on the man's face and hands.

PRESENTATION SKILLS

- Public speaking
- Advanced presentations and pitches
- Presentations and pitches
- Proposals and bids
- Story-telling for business

STORY-TELLING FOR PURPOSE

Engaging and compelling an audience for professional impact



What is it about?

Setting out an organisation's policy and culture can be dull with leaders and managers struggling to engage their audience. Story-telling is the art of turning background, facts and figures into meaningful narratives, often communicating complex and contradictory ideas that would require a huge amount of effort to explain by more rational means. This course looks at the role of stories in shaping organisations and how you can use these techniques and tools in your own management and leadership roles.



Who should attend?

This workshop would be useful to anyone who needs to inspire and influence others. This includes top executives and managers in the public or private; leaders of teams and groups; sales & marketing professionals; academics and teachers; as well as government officials and those in political careers.



Learning outcomes

- An overview of story-telling techniques
- An analysis of best case narratives and why they were effective
- Understanding how and when stories work
- Skills for writing of a number of stories
- Skills for telling/delivering stories
- Visual and other aids for story-telling



Benefits

Participants will become skilled at providing necessary context for their audience and explaining why something is worth listening are vital. They will develop their own personal, team and corporate stories for the benefit of the organisation as a whole in order to motivate and inspire.

Course structure highlights

- Stories as experience and their powers for indirect influencing
- What makes a good story
 - Characters, plot and message
 - Examples: from Apple and Body Shop to Sony
- Types and uses of story
 - Anecdotes, jokes and longer formats
- The uses of story
 - Team and organisational inspiration
 - Coaching & mentoring
 - Teaching
 - Marketing, PR and selling
- Finding useful stories
 - Personal and organisational history
 - Biography
 - Current events

PUBLIC SPEAKING

Engaging and compelling an audience for professional impact



What is it about?

Engaging an audience with a compelling or rousing speech is professionally effective and personally satisfying. This workshop is about courage and confidence, building the skills to get up there in front of people you may or may not know and delivering powerful talks. We help you use your own physiognomy to maximise the impact of your speaking. The course covers breathing techniques, striking the right pitch, eliminating stammering, mumbling or rambling -- all of which are the enemies of clear presentation.



Who should attend?

This workshop is for business executives, directors, senior managers, politicians and other private or public sector professionals, who will deliver presentations or speeches. It would also be beneficial to anyone looking to make an impact, get an important message across or influence people to take action.



Learning outcomes

- Identify your Perfect Presenter Profile and work towards its achievement
- Have more confidence and competence in front of any audience
- Use a toolkit of techniques for structuring presentations that make an impact
- Gain more control in audience interactions and challenging presentation situations
- Methods to inject colour, drama and impact into speeches and presentations
- Voice techniques to improve the audience's perception of you and your content matter



Benefits

Participants will benefit from heightened confidence, competence and credibility and the ability to ensure that each public speaking engagement achieves the impact it aimed for. Your organisation will benefit from your ability to influence decision makers, gain acceptance of ideas and win more business.

Course structure highlights

- Develop methods of breathing, which will drive and strengthen your voice
- Use the full range of your voice: Tone, inflection, emphasis, rate, pitch and emotion
- Conquer your nerves using simple relaxation techniques
- Be clear and succinct: reduce stammering, rambling and unfocused speech patterns
- Learn to use silence and timing, and articulation practice for clarity
- Power rooted in confidence and associated body language: Display self-assurance and techniques to free, tune, and enlarge your voice
- Structure your speech – establish and maintain rapport to keep the attention of the audience
- Audience analysis – demographic analysis and a basic overview

PRESENTATION SKILLS

PROPOSALS & BIDS

Putting forward engaging proposals and making unbeatable bids



What is it about?

Having the ability to submit an engaging and comprehensive proposal or enter an unbeatable bid to an open tender is priceless in this increasingly competitive world. This workshop will give you the skills to confidently seek and professionally respond to competitive tenders of all types, from expressions of interest to quotations and submission via the e-sourcing process.



Who should attend?

This workshop would benefit anyone involved in the preparation & presentation of responses to requests for tender. SME business owners or any managers, sales and account staff involved in the tendering or new business process.



Learning outcomes

- Why companies fail to get on the tender list and how you can ensure you succeed
- Making a good impression at the first contact – written or face to face
- Management skills throughout the tendering process.
- Focusing on solutions and benefits to achieve success
- Developing a clear message for the reader/audience
- Writing and delivering a persuasive and engaging tender document and presentation



Benefits

Your team and your organisation will be equipped with the skills necessary to identify competitive tendering opportunities and respond effectively, to win business and deliver greater profit.

Course structure highlights

- Public and private sector issues
- Getting to tender, the different categories of tender and how to respond
- To bid or not to bid?
- Preparing an initial response (selling document)
- The opportunities meetings provide
- The bid manager's role and the structure, leadership and processes for the bid team
- Developing the message for your tender
- How to focus on solutions and benefits
- Writing a covering letter - the pitfalls
- Developing a persuasive document and presentation structure

PRESENTATIONS & PITCHES

Seizing the opportunity offered by presentations and pitches



What is it about?

Presentations and pitches are valuable business and professional opportunities but many people become anxious at the thought of taking centre stage in front of colleagues, competitors and clients. Even if you are a confident speaker, there are many potential pitfalls to be aware of and numerous tools you can employ to improve your capabilities.

This course will help you overcome your fears and deliver with real impact. You will learn to look at things from the audience's perspective, structure your content for clarity and deliver with impact and credibility.



Who should attend?

This course is for everyone in business but particularly useful for people that present regularly to clients or colleagues. It is ideal for anyone involved in the strategy, preparation and delivery of business presentations and client pitches.



Learning outcomes

- Heightened confidence when speaking publicly
- Putting purpose into your presentations
- A checklist to help you prepare well, even with limited time
- The ability to attract and maintain audience interest
- Skills to handle notes and prompt cards whilst keeping your audience engaged
- Control of your body language and your nerves
- Control of your speech and improved awareness of your vocal capacity
- Make figures meaningful and memorable
- Create impactful data visualisation
- Use word cloud visualisation to better understand customer needs and brand impact



Benefits

Participants will benefit from heightened confidence, competence and credibility, as well as the ability to ensure that each public engagement achieves the impact it aimed for. Your organisation will benefit from your ability to influence decision makers, gain acceptance of ideas and win more business.

Course structure highlights

- Plan your presentation – the need for accuracy and strategic planning
- Structure your presentation – establish and maintain rapport to keep the attention of the audience
- Time your presentation
- Non-verbal communication – its importance and the rules of harmony
- Listening – the basic rules for effective listening
- Demographic analysis
- Neuro-linguistic programming
- The motivated sequence presentation – motivational needs and appeals
- Visual aids – use them effectively to enhance a presentation

CONVEY YOUR CONTENT WITH



CLARITY AND CONFIDENCE

ADVANCED PRESENTATIONS & PITCHES

Fine-tune your presentation and pitching skills for maximum impact



What is it about?

Staying in control is vital when the spotlight is on you and the way you present can make a considerable impact on your professional and personal success. We are judged by how competently we deliver our message and this programme is designed to develop powerful presenters.

This masterclass will help you present with intelligence and in an influential manner. It will equip you with the skills needed to field complex questions and handle difficult audience members astutely.



Who should attend?

This workshop is for those who deliver presentations, pitches and speeches on a regular basis but would benefit anyone wanting to enhance their impact and credibility. The workshop is useful for those in senior management or leadership positions, looking to build rapport and polish their personal presentation style.



Learning outcomes

- Identify your Perfect Presenter Profile and work towards its achievement
- Have more confidence and competence in front of any audience
- Use a toolkit of techniques for structuring presentations that make an impact
- Gain more control in audience interactions and challenging presentation situations
- Set a plan for maximising presentation opportunities
- Delivering the right message with authority
- Make figures meaningful and memorable and create impactful data visualization
- Organise and share collaborative ideas
- Use word cloud visualisation to better understand customer needs and brand impact



Benefits

Participants will benefit from heightened confidence, competence and credibility and the ability to ensure that each public engagement achieves the impact it aimed for. Your organisation will benefit from your ability to influence decision makers, gain acceptance of ideas and win more business.

Course structure highlights

- Plan your presentation – the need for accuracy and strategic planning
- Structure your presentation – establish and maintain rapport to keep the attention of the audience
- Time your presentation
- The digital presentation
- Audience analysis – demographic analysis and a basic overview of neuro-linguistic programming
- Non-verbal communication – its importance and the rules of harmony
- Listening – the basic rules for effective listening



MEDIA TRAINING

- Advanced media skills
- Broadcast media skills in crisis
- Crisis management on social media
- Handling media interview
- Making video news
- Media training for civil society
- Video and audio reporting for the web
- Video for PR and communications

MEDIA TRAINING

ADVANCED MEDIA SKILLS

Creating compelling video and audio digital news packages



What is it about?

Staying in control is vital when the spotlight is on you and the way you engage with the media can make a considerable impact on your professional success. We are judged by how competently we deliver our message and this workshop is designed to help you field complex questions and handle crises astutely. You will take part in at least three “real life” media interviews, covering print, radio and television.



Who should attend?

This masterclass will benefit chief executives and other board directors; senior managers; PR and media managers; as well as experienced key spokespeople.



Learning outcomes

- Formulate key messages
- Handle all types of Crisis Media Interviews
- Maintain control of media interviews
- Ensure your side of the story is heard
- Develop successful media handling skills
- Improve TV, radio and press interview technique



Benefits

Participants will benefit from a deeper understanding of how to deal with the media and retain control in all situations regardless of the level of crisis. Participants will also improve their ability to present their messages clearly and in an engaging manner.

Course structure highlights

- Prepare for crisis– the basic tools
- Identify the kind of issues that could hit you
- Build a crisis management team
- Prepare materials
- Use our 3 R formula (Regret, Reason and Remedy)
- Identify your audience and your crisis spokespeople.
- Take control of media interviews
- Handle difficult interviews with challenging material
- Use media tools – such as holding statements and Q&A sheets
- Take control of crisis & success media interviews
- Tips on voice – for radio and visual presentation – for television

BROADCAST MEDIA SKILLS IN CRISIS

Keeping control and keeping calm in crisis situations while live on TV or radio



What is it about?

Dealing with the media can always be challenging as they pursue their story and you seek to promote your message. Being broadcast – often live – on TV or radio can heighten the challenge and when there is a communications crisis it isn't easy to stay calm and in control. This course explains how the media works, with particular emphasis on radio and TV, as well as training delegates via live scenarios on how to prepare for crisis situations.



Who should attend?

Anyone who is expected to represent their organisation on radio and TV – from press officers to chief executives. The course will be prepared for any level of delegates.



Learning outcomes

- Formulate key messages
- Handle all types of Crisis Media Interviews
- Maintain control of media interviews
- Ensure your side of the story is heard
- Develop successful media handling skills
- Improve TV, radio and press interview technique



Benefits

Following this course you will have the knowledge and ability to appear on radio and TV, representing your organisation with confidence.

Course structure highlights

- Analysing broadcast skills and confidence levels
- Assessing forthcoming media ‘events’
- Introducing the broadcast media – and what they’re after
- General preparation: the dos and don’ts, sound-bites and key messages
- Prepare for crisis– the basic tools
- Identify the kind of issues that could hit you
- ‘Live’ scenarios #1: camera, lights and action on an ‘easy’ story
- Detailed preparation for TV news
- Crisis situations: dealing with hostile media
- ‘Live’ scenarios #2: delegates grilled on ‘crisis’ stories

MEDIA TRAINING

CRISIS MANAGEMENT ON SOCIAL MEDIA

Preparing powerful, accurate stories on possibly the greatest threat to humanity



What is it about?

A key part of a successful media management strategy is being prepared for reputation crisis and knowing how to manage risks smartly and resolve problems before they are too big. This course helps participants to prepare for possible crises, assess size and impact, and implement procedures to deal with issues and limit any negative impact.



Who should attend?

This workshop will benefit anyone in business and particularly those wanting to build a good understanding of how to structure and run an effective negotiation; those without previous formal negotiation training but find it is an increasing part of their role; as well as those who need to regularly or occasionally negotiate with customers, either formally or informally.



Learning outcomes

- Have knowledge and understanding of differing negotiating techniques
- Have skills to plan a negotiation strategy, identifying their goals, their bargaining position and anticipating the other side's demands
- Know how to diffuse tension and handle unexpected demands



Benefits

Constructive negotiation skills that lead to improved timelines, price or quality can enhance your organisation's profitability. Individuals who feel more confident about their negotiating ability will be capable of creating more positive and collaborative settlements. They will know how to maintain value in the bargaining phase, hold their value position under last-minute pressures, and find ways out of deadlocks quicker and more frequently.

Course structure highlights

- Range of negotiation techniques e.g. accommodate, avoid, collaborate, defeat, compromise
- Best practice examples
- Plan effectively, get the best results and anticipate the other side's position
- Begin a negotiation effectively to set the right tone.
- Close a negotiation effectively
- Understand your requirements and those of the other party
- Assess where the best deals can be done
- Receive and respond to proposals, until an acceptable solution to both parties has been found
- Handle attempts to win unwarranted concessions
- Keep the negotiation going in the face of deadlock
- Clear, compelling written and verbal communication
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact

MAKING VIDEO NEWS

Filming and producing compelling and informed news reports



What is it about?

In a world of smart phones and YouTube, the skill to produce informed, high-quality and engaging video news is rare. This workshop will share the various disciplines within the industry and will equip journalists with the basic skills and understanding necessary to produce a compelling video news story. Participants will learn useful techniques, become familiar with broadcast terms, and develop the art of visual storytelling while applying professional standards and ethics.



Who should attend?

This course targets those with some experience of basic journalistic skills, and who now need to learn more about all aspects of video news production. It is relevant to all journalists working with video on a full or part-time basis, including camera operators, reporters and producers.



Learning outcomes

- Analyse video with a more informed and critical eye
- Demonstrate an understanding of the different video production techniques
- Produce a compelling video news report
- Communicate effectively with other members of the video production team

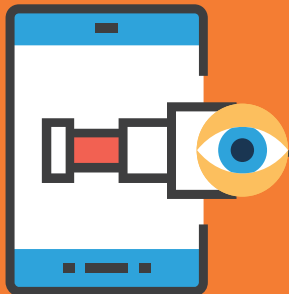


Benefits

Participants will gain new skills and a better understanding of what makes good video and TV. They will be better able to produce high-impact video news reports from reporting to editing.

Course structure highlights

- Words and Pictures
- Bad TV and Good TV
- Preparation & Research
- Focus
- Storyboarding & Structure
- Camerawork
- Scripting
- Intros and Pieces To Camera
- Editing



GET
COMFORTABLE
WITH THE
CAMERA,



WHETHER
IN FRONT OR
BEHIND IT

MEDIA TRAINING

VIDEO & AUDIO WEB REPORTING

Creating compelling video and audio digital news packages



What is it about?

Video and audio reports have become an essential feature of newspaper and magazine-related websites. This course is designed specifically for newspaper and magazine journalists who want to learn how to create effective video and audio packages.



Who should attend?

Any journalist who has mastered the basics of reporting for print or any business with staff that need to understand how to create video and audio clips for online.



Learning outcomes

- Understand what makes a good report and how to add value
- Knowledge of how to write engaging scripts
- Skills in design, composition, filming, recording and editing
- Improved piece-to-camera and interviewing techniques



Benefits

Following this course you will be able to create effective video and audio packages, understand the basics of filming and know how to create reports.

Course structure highlights

- The principles of good video reports
- Identifying the best stories for video treatment and how to add value
- The differences between writing for the page and the picture
- Writing scripts to fit available pictures
- Designing a picture-led package
- How pictures go together
- The principles of composition and the different types of shot including cutaways, transitions, zooms, pans and tracks.
- Basic camera technique and formats
- Use of tripod and microphone
- Interviewing for video and audio
- What makes a good sound bite
- How many questions to ask

MEDIA TRAINING FOR CIVIL SOCIETY

Harnessing the power of media for charities and NGOs



What is it about?

The media can be your greatest ally if you know how to use it. This advanced workshop will show you how to structure a media strategy that will get people on side with your campaign and organisation. Delegates will learn how to create a media strategy using all of the tools available to them in terms of print media, broadcast and social media. We will give you all the understanding you need to be a successful campaigner. We will also focus on crisis management and look at how to turn a negative into a positive.



Who should attend?

This course is perfect for anyone who has had prior experience with the media and it is a strong follow-on from our Media Training programme. The course is tailored to support those working in the public sector, charities, NGOs, or social enterprises.



Learning outcomes

- An understanding of the media process and how to work with journalists
- How to analyse, engage and keep your audience on your side
- Ability to develop an effective campaign strategy
- Interview skills
- How to deal with media crises and announce bad news



Benefits

Participants will benefit from an increased understanding of how the media operates and how to engage them effectively in campaigns.

Course structure highlights

- Understanding complex audiences and what drives them
- Getting your message across concisely
- Creating new and exciting angles
- How to keep control of interviews
- Crisis management- what to do in case of an emergency
- Using reactive situations to your advantage
- Understanding Integrated Communications
- Developing sophisticated monitoring and evaluation of your media presence

HANDLING MEDIA INTERVIEWS

Dealing smartly with journalists and giving the interviews you want



What is it about?

Being able to harness the power of the media in today's highly competitive market is one of the most valuable business skills you can have. Knowing how to present your message, respond to media questioning and work with journalists can be vital to your success. This workshop will help you understand journalists and how media organisations function. It will share skills on how to deliver your core message and how to make the most of your actual physical presence: dress, body language, facial expression and tone of voice.



Who should attend?

This workshop would benefit anyone who deals with the media in any way, from fielding requests for comment to conducting print, TV or radio interviews.



Learning outcomes

- Understand how a journalist works
- Have more confidence and competence in front of any audience
- Develop incisive and accessible media messages to sell a story
- Structure clear arguments and deploy memorable facts and context
- Explain complex issues in a simple way to TV, radio and print journalists
- Gain more control in interviews
- Prepare quickly and effectively for interviews and press conferences
- Anticipate skepticism and confront or "bridge" away from difficult questions
- Handle gaffes, nerves, tough questions and difficult reporters



Benefits

Participants will better understand what motivates a journalist and how to conduct an effective interview with composure.

Course structure highlights

- Words and Pictures
- Bad TV and Good TV
- Preparation & Research
- Focus
- Storyboarding & Structure
- Camerawork
- Scripting
- Intros and Pieces To Camera
- Editing

VIDEO FOR PR AND COMMUNICATIONS

Creating compelling video and audio digital news packages



What is it about?

Communications professionals are often pressured to produce video for campaigns. The challenge is to produce video that is compelling and achieves the impact you want. This workshop will provide you with knowledge and skills on how to achieve this. It will give you a better understanding of what video can do for your brand. Video is an integral part of the communications mix and knowing how to integrate it effectively in your campaign or strategy will ensure greater success.



Who should attend?

This workshop will benefit communications, PR or marketing professionals regardless of their seniority.



Learning outcomes

- The current video landscape
- How to make video work: drive sales, inform, call to action etc.
- Choosing the right channel to reach your audience
- How to successfully integrate video into your PR / social campaign
- Common pitfalls
- How to spend your budget effectively
- Measuring success



Benefits

Participants will benefit from a deeper understanding of the process of video production, from short form branded content for social media, through to editorial B-Roll for broadcast onto high spec creative videos.

Course structure highlights

- The principles of good video reports
- Identifying the best stories for video treatment and how to add value
- The differences between writing for the page and the picture
- Interviewing for video and audio
- What makes a good sound bite
- Constructing reports
- Constructing a timeline
- Building video into your campaign or communications plan
- Budgeting for video and getting value for money
- Monitoring and evaluation of impact



JOURNALISM

- Editorial judgement
- Elections coverage
- Energy reporting
- Investigative reporting
- Making video news
- Reporting business and finance
- Interviewing skills for journalists
- Mobile journalism – 1 day
- Mobile journalism – 5 days
- Reporting trafficking and slavery
- Court reporting
- Reporting climate change
- Reporting on disasters and crises
- Reporting women

EDITORIAL JUDGEMENT

Making responsible, ethical choices when reporting and publishing news



What is it about?

The global media industry is facing one of its biggest challenges: the rise of fake news and the reporting of opinion as fact. Simultaneously, the spread of social media increases the risks to accuracy and makes hoaxes more possible. In a world where so much information is available and not all of it trustworthy, the ethical journalist faces daily dilemmas.

This workshop asks underlines the importance of accurate reporting, sourcing, coping with hoaxes and rumours, handling legal issues, coping with ethical problems and reviewing past journalistic problems. It reminds participants to stand back and remember their responsibility to society.



Who should attend?

Applicants for this course should have at least three years of professional experience as journalists or as regular contributors to broadcast or print media. Proficiency in written and spoken English is required.



Learning outcomes

- Protect a media company brand by making logical ethical decisions on the use of media material
- Commit to publishing accurate, balanced, fair and objective stories, images and video material
- Spot potential hoaxes and handle rumours in an authoritative manner
- Identify potential legal problems, particularly in defamation and privacy
- Explain the provisions of the applicable contents of Code of Conduct and product guidelines
- Develop the intuition to identify potential right-against-wrong dilemmas and solve them
- Deploy simple philosophical arguments to try and resolve right-against-right issues



Benefits

The organisation will be able to produce more accurate copy for websites, blogs, brochures, news releases, reports, manuals, etc. The copy produced should also be more active and readable so that it engages with the intended reader and achieves its purpose. There should also be a reduction in the number of errors before the proof-reader sees the copy.

Course structure highlights

- The role of a journalist in society
- Ethical dilemmas
- Basic approach to media problems and past examples
- Accuracy and Objectivity
- Handling hoaxes
- Handling rumours
- Sourcing
- Defamation

ELECTIONS COVERAGE

Fairness and balance: reporting responsibly and comprehensively on elections and polls



What is it about?

The significance of the media in democratic elections is indisputable and we have a responsibility to people to provide fair and balanced coverage. However, it is not easy to report on elections and polls; they can move fast and almost always deliver unexpected developments in some shape or form.

This workshop aims to hone the skills of journalists when it comes to best practice reporting on elections. It also looks at the role of the media in democratic elections, how to inform voters about the process, balanced coverage of candidates, planning a comprehensive media coverage strategy and safety in the field. Training also covers writing skills, sourcing, ethics and legal dangers.



Who should attend?

This course targets journalists who have had limited experience covering elections in a free and balanced manner. The course also focuses on improving writing and reporting skills so may challenge more experienced journalists who could benefit from a fresh look at their journalistic skills.



Learning outcomes

- Understanding the media's role in a democratic election
- Elements that constitute free and fair in an election
- Knowledge of relevant election processes
- Awareness of legal and ethical pitfalls of election reporting
- Best practice for election coverage and fairness to candidates
- Outline an election coverage plan for election day
- Deliver a proposal for incorporating social media into election coverage
- Improved writing and reporting skills



Benefits

Journalists and news organisations will be better equipped to plan effective and efficient reporting strategies for elections. This will improve the overall quality, fairness and balance of coverage, ensuring the media plays a responsible role in the democratic process.

Course structure highlights

- The role of the media in a democratic election
- The election process
- Balanced Coverage for Candidates
- Issues that are key for Voters
- Preparing for an election
- Social Media and Elections
- Pre-election stories
- Election Day and Polling closes

JOURNALISM

EFFECTIVE PROOFREADING

Ensure copy is accurate and readable



What is it about?

This course is designed to ensure that copy produced by your organisation is accurate, readable and achieves the intended purpose. Effective proofreading requires more than just a keen eye and this workshop provides knowledge and insight that should significantly improve the quality of copy that your organisation circulates. The content can be applied immediately to your business.



Who should attend?

Everyone in your organisation has to ensure that copy-errors are avoided, so this course is suitable for people at all levels, including senior management. The training is particularly relevant to people who are responsible for checking copy as part of their day to day role.



Learning outcomes

- Better ability to improve the overall quality of copy
- Greater awareness of how to remove tautology, clichés and catch inaccuracies
- Active, engaging use of vocabulary, grammar and punctuation
- Tighter more direct writing



Benefits

The organisation will be able to produce more accurate copy for websites, blogs, brochures, news releases, reports, manuals, etc. The copy produced should also be more active and readable so that it engages with the intended reader and achieves its purpose.

Course structure highlights

- Improving the quality of copy
- Recognising and removing tautology
- Avoiding clichés
- Using positives, comparatives and superlatives correctly
- Ensuring correct punctuation
- Economising on copy
- Reading copy to detect errors
- Understanding grammar and the construction of sentences
- Turning passive copy into active copy
- Using hyphens, apostrophes and quotation marks correctly
- Using punctuation for emphasis and ease of reading
- Avoiding circumlocution
- Identifying and removing homophones

ADVANCED COPYWRITING SKILLS

Conceptual writing and creative delivery across multimedia



What is it about?

This workshop is for people who want to think in a truly conceptual way about their writing. You'll learn how to produce creative responses to a marketing brief and think about combining words and images in striking ways. During the course, you'll get involved in brainstorming sessions more normally associated with ad agencies and learn to dramatise propositions more effectively.



Who should attend?

This course is for people with significant marketing and communications experience, who work closely with agencies or produce their own creative ideas in-house. It is also suitable for those who have previously attended the Principles of Great Copywriting course. We offer specialist courses on different genres of writing, including press releases and newsletters, brochures and leaflets and copy for the web.



Learning outcomes

- How to judge the quality of a creative brief and get the information you need for your work
- Approaches to brainstorming marketing communications and advertising concepts
- The relationship between art direction and copy
- Sustaining a message across multiple executions and media
- How to work more adventurously with tone of voice



Benefits

Many marketers are challenged to be more creative in their communications but often lack the support or training to make it happen. Others find they're asked to judge or critique the work of agencies. In this workshop, you'll explore the elements that make advertising and marcoms work effectively and gain confidence in distinguishing good solutions from mediocre ones.

Course structure highlights

- The essentials of a creative brief
- Thinking conceptually about marketing communications propositions
- Dramatising propositions through words and imagery
- Adapting tone of voice for different audiences

EDITORIAL JUDGEMENT

Making responsible, ethical choices when reporting and publishing news



What is it about?

The global media industry is facing one of its biggest challenges: the rise of fake news and the reporting of opinion as fact. Simultaneously, the spread of social media increases the risks to accuracy and makes hoaxes more possible. In a world where so much information is available and not all of it trustworthy, the ethical journalist faces daily dilemmas.

This workshop asks underlines the importance of accurate reporting, sourcing, coping with hoaxes and rumours, handling legal issues, coping with ethical problems and reviewing past journalistic problems. It reminds participants to stand back and remember their responsibility to society.



Who should attend?

Applicants for this course should have at least three years of professional experience as journalists or as regular contributors to broadcast or print media. Proficiency in written and spoken English is required.



Learning outcomes

- Protect a media company brand by making logical ethical decisions on the use of media material
- Commit to publishing accurate, balanced, fair and objective stories, images and video material
- Spot potential hoaxes and handle rumours in an authoritative manner
- Identify potential legal problems, particularly in defamation and privacy
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- Develop the intuition to identify potential right-against-wrong dilemmas and solve them
- Deploy simple philosophical arguments to try and resolve right-against-right issues



Benefits

The organisation will be able to produce more accurate copy for websites, blogs, brochures, news releases, reports, manuals, etc. The copy produced should also be more active and readable so that it engages with the intended reader and achieves its purpose. There should also be a reduction in the number of errors before the proof-reader sees the copy.

Course structure highlights

- The role of a journalist in society
- Ethical dilemmas
- Basic approach to media problems and past examples
- Accuracy and Objectivity
- Handling hoaxes
- Handling rumours

SEARCH ENGINE OPTIMISATION FOR JOURNALISTS

Effectively writing for an online audience and promoting your news organisation



What is it about?

The impact of digital content hinges largely on how structured your organisation's search engine optimisation (SEO) plan is and how well this is integrated with your news writing. This workshop shows you how to write to increase search traffic and readership. It will provide journalists and editors everything they need to know about SEO and how search engines operate.



Who should attend?

Anyone who produces content for a website would benefit from this workshop.



Learning outcomes

- Learn about the four signal groups that Google measures to determine ranking
- Measure the results of your SEO and the impact of your news
- Understand the close relationship between writing and SEO
- Produce more effective written content
- Improve the focus, process and techniques of SEO with valuable hints and tips
- Gain a broader understanding of the role of SEO within digital journalism



Benefits

This course will improve your confidence in SEO so that you can write for better results.

Course structure highlights

- The idea of 'signals'
- The role of links and 'meaning neighbourhoods'
- Why SEO is always changing – and how to cope
- The role of social sharing
- Keywords and ranking – a practical guide to producing optimised copy
- Writing headlines and snippets for search
- Pictures in search
- Intelligent linking
- Negative factors in SEO – how not to destroy your search success
- Site speed
- Over-optimisation
- Poor keyword choice
- Isolated content



LET
THE STORY



TELL ITSELF



MOBILE JOURNALISM – 1 DAY

Identify and produce engaging multi-media news using the latest mobile media tools



What is it about?

More and more journalists are now using their smartphone as an electronic news gathering device as online magazines and newspapers increasingly expect reporters to add multimedia content to their story. The one-day course will teach you how to record audio and how to shoot video using your smartphone.



Who should attend?

All journalists would benefit from this training course and it would also be useful to anyone involved in the production of multi-media content while on the move.



Learning outcomes

- Identify, and produce mobile multi-media stories with confidence and context
- Grasp what makes a good content
- Learn to present stories in exciting ways while maintaining standards of fairness, accuracy and quality
- Learn to pictures and making shot selections suitable for professional broadcast
- Understand the fundamentals of good news production values in the context of multi-media



Benefits

Participants will benefit from an understanding of how multi-media journalism applies and acquire an expanded skillset that will help them recognize and develop engaging news stories.

Course structure highlights

- Record audio interviews and use a microphone to get the best sound
- Video interviews and learn how to frame the subject correctly using well established cinematography techniques
- Film vox pops, point-of-view shots, action shots and film multiple interviewees
- Use smartphones to film establishing shots and cutaway shots
- Use natural lighting as a key light to model and illuminate the subject
- Use good interview technique and learn how to edit for the sound
- Take photographs and learn how to use picture composition and rule of thirds
- Use recorded audio and photographs to create a slideshow
- Edit clips and use a smartphone app to create a video news story
- Use a variety apps to create PDFs, edit photographs and colour grade video

MOBILE JOURNALISM – 5 DAYS

Identify and produce engaging multi-media news using the latest mobile media tools



What is it about?

This comprehensive training ambitious course uses a special model to help participants recognise and then create compelling mobile-multi-media journalism. The aim over five days is to acquaint staff with the skills needed to devise media which will make news, encourage debate and raise the profile of the key issues important to the audience. Our teaching methods blend real time practical exercises with lecturing that analyses best current practice and new media developments. Participants will be encouraged to assemble a personal action plan for post-course use.



Who should attend?

All journalists would benefit from this training course and it would also be useful to anyone involved in the production of multi-media content while on the move.



Learning outcomes

- Identify, and produce mobile multi-media stories with confidence and context
- Grasp what makes a good content
- Learn to present stories in exciting ways while maintaining standards of fairness, accuracy and quality
- Become comfortable writing to pictures and making shot selections suitable for professional broadcast
- Understand the fundamentals of good news production values in the context of multi-media



Benefits

Participants will benefit from an understanding of how multi-media journalism applies and acquire an expanded skillset that will help them recognize and develop engaging news stories.

Course structure highlights

- Multi-media production values
- Using storyboards to focus and structure
- The power of pictures: How the eye sees and Basic visual grammar
- The video toolbox
- Future trends: Micro blogging, Twitter, Citizen journalism, Blogging and Vlogging
- Writing to pictures and Writing for the ear
- Common mistakes, language, clarity and brevity
- Practical creativity techniques
- Individual newsgathering and delivery exercises
- Building an audience
- Ethics/Credibility

JOURNALISM

ENERGY REPORTING

Understanding and covering this complex and often secretive market



What is it about?

The course will prepare attendees to cover international energy markets, at every level from physical crude to geo-political implications. The emphasis is on understanding how energy markets function, and how they are covered for investors seeking insight and opportunity in a complex and often secretive asset class. Attendees will learn valuable skills such as market jargon, derivative reporting, and disaster coverage which will equip them to produce stories at the level expected of international news agencies, and specialist energy publications.



Who should attend?

Senior journalists with at least three years' experience committed to energy reporting.



Learning outcomes

- Understanding of supply and demand
- Practical coverage of physical and derivatives markets, using both fundamental and technical analysis
- How to cover a complex breaking energy-based "disaster" story in a structured and relevant way
- Ability to understand market jargon and turn it into clear, informative copy
- Ability to analyse risk and assess geo-political fallout from energy-based news
- Tips and guidelines to cover breaking news in a team



Benefits

Participants will gain a deeper understanding of the mechanisms and complexities in the energy market. They will benefit from being able to better identify news stories and report on them in a clear and engaging manner.

INVESTIGATIVE REPORTING

Exploring the power of journalism and learning to uncover unique stories



What is it about?

This workshop will equip journalists with the skills necessary to discover, uncover and report on news stories nobody else has. Participants will learn how to use investigative tools such as advanced internet searches and social media. They will learn how to ask the right questions and how to source material. Participants will also be coached in best practice journalism and the most effective way to structure and present their stories.



Who should attend?

This course targets journalists with some experience and who now need to learn more about investigative reporting techniques.



Learning outcomes

- Identify stories behind the spot news and follow up effectively on tip-offs from sources
- Execute advanced Internet searches for information, using tools such as Facebook, LinkedIn etc
- Structure and present a story which is clear, concise and shows the relevance for the reader/viewer
- Behave ethically as a journalist



Benefits

Participants will learn new investigative reporting techniques while having the opportunity to refresh their existing skills. They will better understand the challenges faced by an investigative journalist, particularly in an era of fake news and opinion-as-fact journalism.

Course structure highlights

- The basics of the oil and gas market
 - Upstream and downstream activities
 - Supply and demand
 - Producing refined products
 - Pricing differentials
 - Oil market jargon
- Futures and options
 - Derivative instruments
 - NYMEX, IPE, SIMEX
 - Futures prices
- Geo politics and oil
 - Assessing risk for investors
 - Covering a disaster
- OPEC coverage

Course structure highlights

- Investigative Reporting vs Standard News Reporting
- Who is the Investigative Reporter
- The Ethics of Journalism
- The Dilemmas faced by Investigative Journalists
- Basic Story Structure
- Accuracy and Sourcing
- Headlines and Writing for Impact
- Advanced Internet Searches
- Interviewing and Networking Skills
- Breaking News

MAKING VIDEO NEWS

Filming and producing compelling and informed news reports



What is it about?

In a world of smart phones and YouTube, the skill to produce informed, high-quality and engaging video news is rare. This workshop will share the various disciplines within the industry and will equip journalists with the basic skills and understanding necessary to produce a compelling video news story. Participants will learn useful techniques, become familiar with broadcast terms, and develop the art of visual storytelling while applying professional standards and ethics.



Who should attend?

This course targets those with some experience of basic journalistic skills, and who now need to learn more about all aspects of video news production. It is relevant to all journalists working with video on a full or part-time basis, including camera operators, reporters and producers.



Learning outcomes

- Analyse video with a more informed and critical eye
- Demonstrate an understanding of the different video production techniques
- Produce a compelling video news report
- Communicate effectively with other members of the video production team



Benefits

Participants will gain new skills and a better understanding of what makes good video and TV. They will be better able to produce high-impact video news reports from reporting to editing.

Course structure highlights

- Words and Pictures
- Bad TV and Good TV
- Preparation & Research
- Focus
- Storyboarding & Structure
- Camerawork
- Scripting
- Intros and Pieces To Camera
- Editing

REPORTING BUSINESS & FINANCE

Reporting clear, compelling money stories and understanding company and economic news



What is it about?

Almost all news stories are connected to money and yet many journalists find company and economic news confusing or even frightening. This often results in great stories going unreported or being reported in a bland and uninformed manner. This workshop aims to demystify business and financial news by giving journalists a solid and simple grounding in the basics.



Who should attend?

The course is aimed at early career journalists seeking to write for a broader audience, ideally with two to five years' experience in TV, print, radio and digital news.



Learning outcomes

- Generate story ideas for financial and business news reporting
- Report on basic issues in various financial markets
- Understand common market terminology, including futures, options, spot market etc.
- Demonstrate likely market reactions to macroeconomic events
- List major economic indicators and their components
- Illustrate the workings of central banks and government budgets
- Explain risk, how investors assess it and credit ratings
- Understand the credit crisis and explain its impact today
- Look for and follow up key issues in company news
- Write about major trade issues
- Produce interesting, accurate copy



Benefits

Journalists and the organisations they represent will benefit from an increased understanding of how businesses and economies work. Participants will be able to identify financial stories and report them in a clear and informed manner, engaging their audiences.

Course structure highlights

- The role of the business journalist
- Basic Economics: business cycle, central banks and monetary policy, interest rates, government budgets and fiscal policy, economic indicators and the building blocks of an economy
- Introduction to Company News: beginners' guide to company financial statements, types of company stories, how to value companies, the role of stock markets and market reporting
- Bond and credit markets: how companies raise money, yield curves, bond auctions, risk and rating agencies, the credit crisis and how it happened
- Commodities, energy and foreign exchange markets: what affects them and what impact they have, supply and demand, futures, spot and physical markets, cartels

JOURNALISM

COURT REPORTING - 5 DAYS

Covering legal proceedings fairly and effectively



What is it about?

This five day course is designed to encourage journalists to write and report with more confidence on the range of issues surrounding court cases and legal issues. From a journalist's perspective, trial proceedings can seem daunting. The aim of this course is not only to help build a solid knowledge base, but also to explore ways of producing fair, balanced and compelling coverage in the world of digital and print media. Participants will learn useful legal vocabulary, and practise turning complicated concepts into clear, informative news stories which meet international standards of journalism.



Who should attend?

The course is aimed primarily at journalists with two to eight years' experience who write for an international audience, or seek to.



Learning outcomes

- Deeper understanding of the justice system and types of courts
- Awareness of the varying news angles when reporting on law and courts
- Ethics of court reporting and how to deal with legal and ethical dilemmas
- Skills for making legal proceedings clear and how to better structure news stories



Benefits

Following this course you will have the knowledge and ability to report efficiently and effectively on all kinds of courts and criminal proceedings.

Course structure highlights

- The justice system - What are laws?
- Types of laws and types of courts - The basics of court reporting
- Why report court cases?
- A fair trial - What can we report? Defamation, contempt, fair comment and privilege, officers and officials of the court
- Privacy and the right to know - Sources, undue influence, taste, sub judice illustrated, ethics, punishments and penalties
- How a case may be reported - Bringing it all together - scenarios and real life examples including appeals

REPORTING TRAFFICKING & SLAVERY

Reporting responsibly on slavery to properly raise awareness and help fight it



What is it about?

The global trade in human beings is bigger today than at any time in history. It's one of the biggest stories of our time. Yet a lot of reporting on trafficking and forced labour is mired in cliché, myth and misconception, lacking understanding of the causes of the scourge and the tools to fight it.

This workshop provides a deeper understanding of the scale, nature and causes of the problem. Participants will learn about efforts to combat modern slavery and discuss the role of media in raising awareness and holding to account governments, law enforcement and businesses. A major focus will be on the ethics of reporting slavery, from how to interact sensitively with traumatised survivors to getting past journalists' own preconceived notions and stereotypes.



Who should attend?

This course is for journalists with at least three years reporting experience who want to attain a deeper understanding of trafficking and slavery. It would also be beneficial to media professionals outside of journalism – from government or civil society -- who are seeking to engage journalists on this topic.



Learning outcomes

- Deeper understanding of the scale, nature and causes of slavery
- Knowledge of efforts to set global standards for combating modern slavery, including fundamental conventions and international instruments
- Role of the media in raising awareness, reducing vulnerability and holding to account governments, law enforcement and businesses
- Information about innovative approaches to fighting trafficking and forced labour
- Better editorial judgment and awareness of journalism ethics



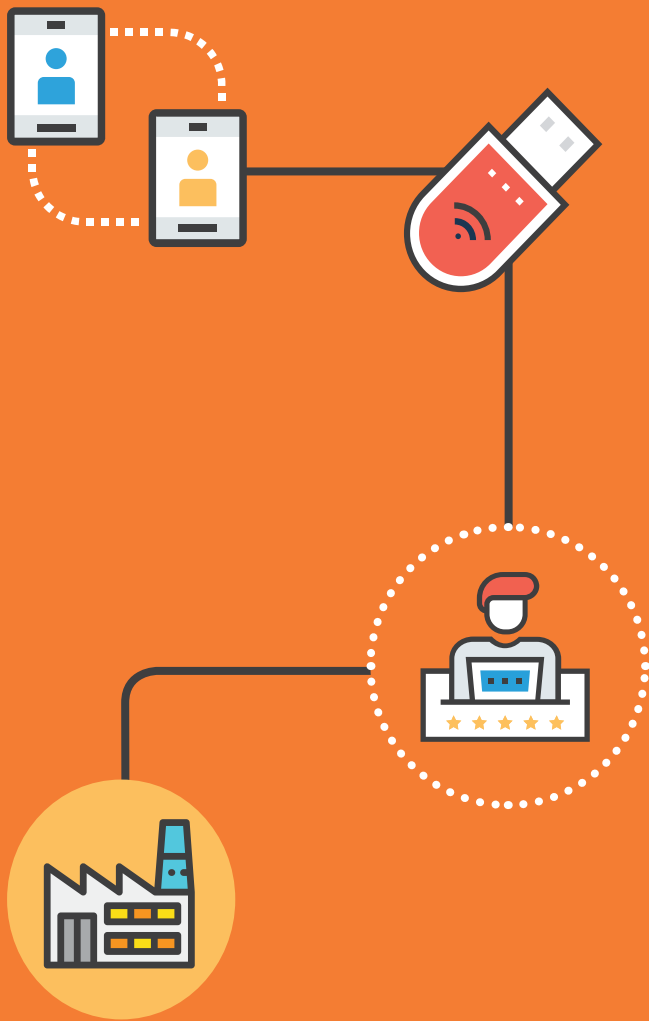
Benefits

Participants will gain deeper knowledge of trafficking and slavery while also learning how to report on the subject with sensitivity. This crash course in the key facts and figures; definitions and the kinds of resources available will help participants produce more solid reports on slavery which will significantly improve the ability of the media to raise awareness.

Course structure highlights

- The global face of slavery and trafficking
- Introduction to key statistics, reports and resources
- Busting major myths about trafficking and slavery
- Key tools in the fight against modern slavery
- Fundamental international conventions and instruments
- Important national legislation
- Protocol to the Forced Labour Convention, 1930, and why it matters
- Towards an integrated policy response
- The role of media in raising awareness

WE BROKE THE NEWS,



NOW HOW DO WE FIX IT?

REPORTING CLIMATE CHANGE

Preparing powerful, accurate stories on possibly the greatest threat to humanity



What is it about?

Climate Change is widely seen as the greatest threat to human development – perhaps even to human survival – in modern times. As the issue has moved gradually from the fringes of the news agenda to centre-stage, many journalists have difficulty grasping the implications, disentangling the mass of competing and contradictory claims, and distinguishing fact from fiction. In this workshop, journalists will learn how to prepare powerful but accurate reports, to inform their audiences without sensationalism or alarmism, and to bring home the likely impact of climate change to their lives of each and every person.



Who should attend?

Journalists and editors with two to five years' experience.



Learning outcomes

- Understand the essentials of climate science and international climate negotiations
- Understand climate change issues in their country and how they fit into the global picture
- Decipher climate acronyms and complex climate concepts
- Explain climate change in simple terms and its impact on the lives of ordinary people
- Explain the political and economic conflicts it brings
- Balance and explain contrasting scientific forecasts
- Handle fairly the views of climate change sceptics
- Grasp the scale of what is forecast to happen over coming decades
- Report and assemble a climate change story based on basic writing principles
- Best practice news reporting and writing skills
- Build exclusive stories from scientific reports
- Understand potential pitfalls in covering climate change



Benefits

Participants will benefit from a deeper understanding of issues surrounding climate change and its impact on their country as well as on the wider region and the world.

Course structure highlights

- Understanding climate science
- Making sense of the UN climate negotiations
- What makes a climate change story?
- The key climate issues in your country

WRITING

- Advanced digital writing
- Advanced report writing
- Blogging and communities
- Business writing and grammar
- Creative writing
- Digital writing
- Effective writing for professionals
- Email & letter writing
- Newsletters & internal communication
- Report writing
- Speech writing
- Writing brochures
- Writing tenders and bids

ADVANCED DIGITAL WRITING

Produce powerful content for social media to enhance your business development

What is it about?

The rapid rise of social media requires that businesses convey key messages via these platforms and that you manage any risks to your professional reputation. One size doesn't fit all and it is vital that you understand how to use Twitter, LinkedIn and Facebook effectively. This workshop will help you keep up with the latest trends in social media, select the most effective media for the message and use your company's Intranet effectively.

Who should attend?

This course is designed for those with several years' experience in marketing, communications or PR.

Learning outcomes

- Develop and deliver key messages effectively via the appropriate social media platform
- Understand reputational risk and how to avoid damage
- Knowing when to use Twitter, LinkedIn and Facebook
- Awareness of social media trends
- Apply keyword strategies for search engine optimisation so that your content gets discovered
- Write content for blogs and social media that inspires people to follow and share
- Distil your writing down into its purest, simplest form for micro-formats like Twitter and SMS

Benefits

Participants will benefit from understanding the fundamental differences between writing for paper and writing for electronic delivery. They will be able to use this new knowledge in developing effective digital and social media communications strategies.

Course structure highlights

- Structuring and developing key messages for social media consumption
- Combining text and pictures effectively
- Blogging techniques
- Writing for LinkedIn, Facebook and Twitter
- Using social media to build relationships
- Practicalities and pitfalls

ADVANCED REPORT WRITING

Deliver complex reports for specific purposes that achieve results

What is it about?

In our professional lives, we're constantly asked to write reports – a time-consuming and often challenging task. But how do you know if your labour has been productive? Has your report been useful and relevant? This workshop is about making sure the reports you write actually get read and the contents acted upon. We show you how to sell ideas on paper, influence decision-making and successfully communicate information through writing. The course covers new ideas to increase the impact of your existing style, knowing when to use different formats and how to communicate complex information in straightforward language.

Who should attend?

This course is specifically for experienced report writers looking to produce more effective documents.

Learning outcomes

- A thorough understanding of the report brief
- Knowledge of the appropriate scope and depth for a document
- The ability to define precise communication objectives in relation to the reader
- A clear understanding of how to structure arguments effectively and persuasively
- Discover the benefits of plain English
- Understand the pros and cons of different layouts

Benefits

Participants will benefit from being able to produce useful and relevant documents which will help their managers and colleagues make better-informed, more efficient decisions.

Course structure highlights

- Define the key issues to be covered and the 'question' being asked
- Communication objectives – precise objectives for what we want the readers to know, feel and do
- Develop a research strategy
- Research methods: Primary and secondary
- Report types and structures
- Principles of plain English
- Principles of page layout and document design
- The role of supporting elements such as the executive summary and follow up
- Structure the argument effectively
- Use a style of plain English that improves understanding and raises levels of interest

WRITING

BLOGGING & COMMUNITIES

Creating an engaging and effective blog strategy



What is it about?

Publishing a helpful and entertaining blog that establishes your authority is an effective way to build an online community and boost your business development. This workshop is for people who are considering writing a blog or developing a blogging strategy. It is a hands on course where delegates will learn why they should blog as well as practical tips on how to do it effectively.



Who should attend?

This workshop would benefit anyone involved in the preparation & presentation of responses to requests for tender. SME business owners or any managers, sales and account staff involved in the tendering or new business process.



Learning outcomes

- Decide whether blogging is right for you
- Discover practical tips on writing an effective blog
- What to consider as part of your blogging strategy
- Understand how to track and deal with comments on your blog



Benefits

Participants will discover whether blogging is right for them and how to deliver an engaging blog. Organisations will discover whether a blogging strategy will help achieve marketing goals and understand the resources required for this.

Course structure

- What is a blog?
- Web 2.0 & 3.0 and implications for marketers
- Why do people blog? What are the benefits?
- Tips on writing an engaging blog and importance of content
- Key considerations for your blogging strategy
- Tracking and dealing with comments
- Success criteria for blogs

EFFECTIVE BUSINESS WRITING

Improving your English writing skills and grammar in business documents



What is it about?

Business writing is utilitarian and readers want facts and figures that are accurate and clearly presented. Your audience is busy and does not have time to give you the benefit of the doubt. The quality of your writing reflects on your professional ability, your organisation and your products and services. This course gives you the complete toolkit to write confident communications in business. It helps you structure your writing while using the correct punctuation and grammar.



Who should attend?

Anyone who has to write reports, white papers, letters or marketing copy who wishes to improve their written English and feel confident with the rules of grammar.



Learning outcomes

- Confidence to write punchy and compelling documents
- Skills to structure an argument to achieve your desired outcome
- Time saved through a structured approach to document planning and creation
- A thorough refresher in English grammar, especially punctuation
- Full understanding of the uses and parts of speech
- Techniques for good sentence construction
- Checklist of pitfalls to watch out for
- Pride in your written work
- Incorporate company standards, templates and case-studies (optional)
- Specialist analysis and development (optional)



Benefits

Participants will benefit from being able to produce well-structured, clearly written and grammatically correct documents.

Course structure highlights

- Identify your objective and write to meet it
- Structure and plan effectively
- Learn standard layouts
- Overview of minute taking, letter writing and report writing
- The parts of speech
- Grammar: understand nouns, pronouns, verbs and conjunctions; learn the subject and object pronoun; tense; sentence construction; linking ideas; apostrophes: the possessive form; abbreviations and contractions
- Punctuation
- Common mistakes, and how to avoid them
- Using spellcheck and grammar check

THE PEN IS MIGHTIER

THAN THE SWORD



CREATIVE WRITING

Exploring new techniques and creative styles for accomplishing every day writing



What is it about?

When we write for a living as communications or business professionals we regularly stagnate, finding tasks routine and mundane. This course will help you to tap into your creativity and incorporate it into everyday writing tasks. It will also offer advice and techniques on how to overcome writer's block and approach writing in a more structured and effective way.



Who should attend?

Anyone writing for a wide range of communication mediums, including online and social media platforms. Highly suitable for beginners and a shot in the arm for more experienced writers.



Learning outcomes

- Produce creative, compelling copy that engages your readers
- Write more fluently on any topic, for any purpose
- Boost your confidence in your own creative ability
- Find fresh new approaches to well- worn topics
- Write faster and more fluently
- Be organised and efficient in the writing process
- Plan your work and structure your piece
- Banish 'writer's block' forever.



Benefits

Participants will benefit from this injection of creativity and return to writing refreshed and enthusiastic about trying new styles and techniques.

Course structure highlights

- Writing to communicate and engage
- The three golden rules of effective writing
- Injecting colour and movement with different techniques
- Analysing the audience
- Creating a simple message for impact
- Choosing words wisely
- Removing jargon and technical language
- Using metaphors, anecdotes and examples

WRITING

DIGITAL WRITING

Engaging an online audience and making your ideas stick in the digital world

What is it about?

People consume information differently online: attention, scanning and navigation behaviour all confound the assumptions of writers used to traditional documents and paper. In this course you will learn practical skills to translate your writing into concise, quality content and develop new communications strategies that will make you stand out on a wide range of digital and social media platforms.

Who should attend?

This course is designed for learners with existing knowledge and several years of experience in communications or PR. The workshop is recommended for all professionals who create communication texts, since almost all written content is destined for the Web in some form.

Learning outcomes

- Understand how people read and consume information differently online and apply it to your own writing
- Adapt and re-edit texts to optimise them for web reading
- Write website content that is easy for online readers to navigate and digest
- Apply keyword strategies for search engine optimisation so that your content gets discovered
- Write content for blogs and social media that inspires people to follow and share
- Distil your writing down into its purest, simplest form for micro-formats like Twitter and SMS

Benefits

Participants will benefit from understanding the fundamental differences between writing for paper and writing for electronic delivery. They will be able to use this new knowledge in developing effective digital and social media communications strategies.

Course structure highlights

- Principles of writing for the Web and social media
- Discover how people read differently on social media compared to the Web
- Learn to write for mobile devices and apps
- Social media writing strategy
- Establishing social media purpose and strategy for your company
- Develop a content strategy framework to streamline messaging
- Building a social media ecosystem
- The importance of search algorithms in social media
- Optimisation tips for the main six social media platforms
- Micro-writing for blogs and social networks
- Style, tone and language for social media writing
- Highly engaging content and writing themes

EFFECTIVE WRITING FOR PROFESSIONALS

Harnessing the power of the written word to produce clear, well-structured working documents

What is it about?

Effective writing achieves the purpose the writer intended. Business writing has a specific goal and the reader is required to read it. The sharper, more accessible and more engaging the report, the more likely it is that it will achieve its goal. As the writer you need to write effectively. This workshop shares essential writing skills that will help you get the results you want. We will help you to use straightforward language, declutter your writing and remove jargon; inject life and context using quotes and graphics.

Who should attend?

Anyone who has to write reports, white papers, letters or marketing copy who wishes to improve their writing skills, achieve better results and make a professional impact.

Learning outcomes

- Confidence to write punchy and compelling documents
- Skills to structure an argument to achieve your desired outcome
- Time saved through a structured approach to document planning and creation
- Understand how to use different kinds of document
- Plan e-mails, letters and reports efficiently and effectively
- Address the reader's needs and expectations more effectively
- Use punctuation, sentences and paragraphs correctly
- Create a written style that is interesting and easy to understand

Benefits

Participants will benefit from being able to produce well-structured, clearly written and engaging working documents, contributing the overall efficiency of their team and organisation.

Course structure highlights

- Writing to communicate
- The three golden rules of effective writing
- Different kinds of document and how to use them well
- A systematic approach: planning, writing, editing
- Clarifying your objective
- Analysing the audience
- Creating a simple message for impact
- Gathering and organising information
- Creating a plan and producing a first draft
- Using visuals: graphs, tables, diagrams
- Constructing paragraphs
- Editing and proofreading, using spellcheck and grammar check

EMAIL & LETTER WRITING

Clear, concise communication that gets to the point and moves things forward



What is it about?

We are inundated with correspondence in the workplace and the ability to write brief, effective, courteous emails, memos and letters is a vital skills. Correspondence acts as our ambassador. This workshop will help you use correspondence to build relationships with clients and other external partners, to organise information clearly and to express your ideas persuasively. Working in English as a second or further language will be a theme throughout.



Who should attend?

This workshop would benefit anybody in their business, political or private life.



Learning outcomes

- Define clear functions for the correspondence they produce
- Use correspondence to build and maintain positive working relationships
- Structure correspondence around clear messages
- Draft correspondence more efficiently
- Edit their work for clarity
- Adapt their style to different readers and needs
- Develop their skills in grammar, punctuation and vocabulary



Benefits

This course benefits participants and the organisations they represent by offering guidance in how to be more efficient and effective in correspondence.

Course structure highlights

- Correspondence as your ambassador: the golden rules
- Adopting a systematic approach
- Making your purpose clear
- Focusing on action
- Targeting the reader
- Creating a clear message
- Putting your thoughts in order
- Giving shape to your writing
- Managing detailed information
- Constructing paragraphs
- Managing sentences
- Using words wisely
- Grammar and punctuation
- The ten commandments of effective emails
- Techniques to make your writing more dynamic
- Developing a personal style
- Getting the tone right

NEWSLETTERS & INTERNAL COMMUNICATIONS

Communications and newsletters that produce goodwill and motivate staff



What is it about?

Successful organisations have effective and cohesive internal communications that ensure employees are aware of developments and understand the significance of decisions taken. This introductory workshop helps you write compelling internal communications and engaging employee newsletters



Who should attend?

This workshop is for anyone working in communications, PR or marketing.



Learning outcomes

- Basics of good effective writing
- Understanding an audience's needs
- Developing messages that resonate
- Using appropriate language
- News judgment
- Finding strong internal stories



Benefits

Participants will acquire thinking and writing skills to convey compelling key messages to an internal – as well as an external -- audience. This workshop will help participants become more persuasive and influential, increasing awareness of their organisation's brand and contributing to its competitive edge.

Course structure highlights

- The six fundamentals of all good writing.
- Gaining a deeper insight into your audience
- Why companies need internal PR
- Identifying newsworthy stories
- Planning and writing persuasive internal statements and newsletters
- Top tips for newsletter contents
- How to do great interviews that provide powerful stories
- Engaging your workplace community

WRITING

REPORT WRITING

Structuring and writing effective reports



What is it about?

Writing reports can be a time-consuming and often challenging task. How do you know if your labour has been productive? Has your report been useful and relevant? This workshop is about making sure the reports you write actually get read and the contents acted upon. The course offers suggestions on how to improve your writing style, structure your report and adapt the actual presentation.



Who should attend?

This course is for any report writers looking to produce more effective documents.



Learning outcomes

- Write more efficiently
- Understand the functions of different kinds of reports, especially evaluations and proposals
- Adapt and focus the writing on the needs of the target audience
- Organise material effectively to support explanations and arguments
- Create effective summaries and introductions – and clearly understand the difference between the two
- Improve the style of their text on three levels: paragraph, sentence, word
- Improve their presentation of material to make it easier to navigate



Benefits

Participants will benefit from being able to produce useful and relevant documents which will help their managers and colleagues make better-informed, more efficient decisions.

Course structure highlights

- Why does writing well matter?
- Identifying what makes writing effective
- Overt messages and hidden messages
- Key principles of functional writing
- Evaluations and proposals: objectives, audience, structure
- Time management: a structural approach to writing
- Getting to the point: summarising and grouping
- Chunking and sequencing: core planning techniques
- Six modes of explanation
- Persuasion in three dimensions
- Logic: deductive and inductive



MAKE WORDS

WORK FOR YOU



SPEECH WRITING

Producing persuasive, engaging speeches for impact



What is it about?

Speech-making is a requirement for most business leaders, politicians, civil servants and other figures in the public eye. Some write their own speeches; others delegate the task to speechwriters. This workshop looks at a variety of techniques used to produce successful speeches that can engage an audience.



Who should attend?

This course is aimed at everyone who is involved in the production of speeches and presentations, whether researching and writing their own, or someone else's.



Learning outcomes

- Identify the profile of your speaker and the purpose of the speech
- Use a toolkit of techniques for structuring speeches that make an impact
- Employ methods to inject colour, drama and impact into speeches and presentations
- Gain confidence in your ability to write a strong speech
- Establish and maintain rapport to keep the attention of the audience
- Audience analysis – demographic analysis and a basic overview of neuro-linguistic programming



Benefits

Participants will benefit from being able to produce speeches that are more competent and credible, enhancing their speaker's ability to influence decision makers and gain acceptance of ideas.

Course structure highlights

- Research and outline your speech
- Set objectives
- Write with the audience in mind
- Craft powerful openings and memorable conclusions
- Anticipate questions and craft answers with brevity and impact
- Develop the best speech structure
- Learn from the techniques used by great orators
- Season your speech with quotations, humour and anecdotes
- Tailor a speech to the speaker's style

WRITING

WRITING TENDERS & BIDS

Exploring new techniques and creative styles for accomplishing every day writing



What is it about?

When we write for a living as communications or business professionals we regularly stagnate, finding tasks routine and mundane. This course will help you to tap into your creativity and incorporate it into everyday writing tasks. It will also offer advice and techniques on how to overcome writer's block and approach writing in a more structured and effective way.



Who should attend?

Anyone writing for a wide range of communication mediums, including online and social media platforms. Highly suitable for beginners and a shot in the arm for more experienced writers.



Learning outcomes

- Produce creative, compelling copy that engages your readers
- Write more fluently on any topic, for any purpose
- Boost your confidence in your own creative ability
- Find fresh new approaches to well-worn topics
- Write faster and more fluently
- Be organised and efficient in the writing process
- Plan your work and structure your piece
- Banish 'writer's block' forever.



Benefits

Participants will benefit from this injection of creativity and return to writing refreshed and enthusiastic about trying new styles and techniques.

Course structure highlights

- Writing to communicate and engage
- The three golden rules of effective writing
- Injecting colour and movement with different techniques
- Analysing the audience
- Creating a simple message for impact
- Choosing words wisely
- Removing jargon and technical language
- Using metaphors, anecdotes and examples

WRITING BROCHURES

Presenting a captivating and clear message to persuade your market



What is it about?

Capturing your message in a brochure or leaflet requires careful planning and precise writing. This workshop shows you how to capture the essence of your product or service and drive enquiries. Whether you work in a creative agency or in-house, brochures and leaflets are your product or service showrooms, this practical course helps you write compelling copy that really works.



Who should attend?

This workshop would benefit anyone in business and is relevant for all those involved in writing, editing or reviewing brochures and leaflets.



Learning outcomes

- How to create immediate impact with your brochure
- How to tell a compelling story
- How to develop effective themes in longer print collateral, such as brochures
- Understanding the balance of imagery and its effect
- How to gain response/interaction from your brochure
- How new technologies impact on traditional writing
- Managing word choice and sentence structure to get your message across



Benefits

This course encourages writing teams to plan and write brochures or leaflets that exceed expectations and drive sales and enquiries. Participants will examine best practice structure, how to sell using benefits and write compelling copy that will influence readers and impress work colleagues.

Course structure highlights

- Planning and structuring a brochure or leaflet
- Collateral from front to back
- Selling on benefits not just features
- Effective headlines and titles
- Barriers to communicating your message
- Balancing words and pictures
- Using clear, plain English
- E-brochure writing

REPORTING ON DISTASTERS AND CRISES - 5 DAYS

Producing clear, compelling news reports on disasters in an ethical manner



What is it about?

This course provides journalists with guidance on how to handle the challenges and techniques involved in covering international-scale crises and disasters, using Reuters and other world news organisations as a model. We will concentrate on natural disasters and humanitarian crises of all sorts, and the special problems that can arise in covering them. The Thomson Reuters Foundation AlertNet service (www.alertnet.org) will provide a central resource during the course.



Who should attend?

The course is aimed primarily at journalists with two to eight years' experience who write for an international audience, or seek to.



Learning outcomes

- Techniques for structuring an ongoing story for a broad international audience
- Tips to write clear, simple, balanced and eye-catching copy under pressure
- Crisis news editing
- Locating good news sources in an emergency
- Dealing with the emergency relief services
- Interview techniques, especially problem areas involving trauma victims



Benefits

Following this course you will have the knowledge and ability to report efficiently and effectively on disasters and crises.

Course structure highlights

- Breaking news: moving fast and carefully avoiding confusion
- Structuring and packaging news
- Basic reporting skills: clarity, brevity, accuracy
- Who are your sources? Evaluating sourcing
- Editing and proofing skills under pressure
- Journalism ethics and how to navigate dilemmas
- Interview skills: dealing with hostile or stressed officials, as well as traumatized people
- Common pitfalls and guidance
- Live scenarios to test behaviour under pressure
- Keeping safe in dangerous situations
- When the story slows down: how to keep reporting fresh angles

REPORTING WOMEN

Giving women a voice and witnessing the world through women's eyes



What is it about?

This 5-day intensive course is a lively and practical seminar designed to help journalists refine their skills, with particular emphasis on the coverage of women's issues, their opinions and rights. The themes covered include: choosing the best angle for your story; getting women to speak up; presentation skills and writing for greater impact; bringing narrative quality in the News Organization (story-telling); ethics and fact-checking; conveying a local (or national) story for a global audience; critical assessment of women's issues coverage in the global media and safety for female journalists. We will also explore what female perspectives can specifically bring to media coverage of any event or given situation.



Who should attend?

All applicants must have two years of professional experience as journalists or as regular contributors to broadcast or print media. They must show a strong interest in women's issues and a commitment to journalism in their host countries.



Learning outcomes

- Women as subjects - Getting people to talk to you
- Survey of how the media covers women's issues
- Enhancing your reporting skills: Fact-checking and accuracy; tips on narrative journalism
- Ethics and safety for female journalists
- Study of women as subjects and characters
- Tips to find your voice as a non-fiction writer/broadcaster
- Tips to conduct better interviews



Benefits

Participants will benefit from a deeper understanding of issues surrounding women's rights and gender equality. They will be better equipped to report on these issues with depth, sensitivity and responsibility.

Course structure highlights

- Themes of Reporting Women
- Women as Subjects – getting them to speak
- Giving women a voice: what voice should I choose?
- Protecting Sources.
- Women in the Media – Stereotypes and regional considerations.
- National/Local Stories for a Global Audience
- Building Quality in the News Organization
- Networking with women globally
- Good and Bad Countries
- Ethics and the journalist
- Acting as Advocates



COPYWRITING

- Effective proofreading
- Advanced copywriting skills
- Copywriting masterclass
- Introduction to copywriting
- Principles of great copywriting
- Writing for the web

Search

PRINCIPLES OF GREAT COPYWRITING

Building confidence in writing for marketing



What is it about?

Whether you're producing traditional ads, brochures and direct mail or creating e-shots or content for digital media, this course will give you a great foundation in the fundamentals of writing. You'll practice writing headlines and examine the way copywriters change content and style for different readers. You'll also discuss approaches to different media.



Who should attend?

This course attracts people from a variety of backgrounds in marketing, communications and design. No prior knowledge of the subject is assumed, although most delegates are usually asked to write as part of their professional roles and are looking for practical guidance.



Learning outcomes

- Essential principles of good copywriting and advice on style
- Tips and techniques for headline writing
- Best practice for combining words and images
- Tailoring copy for specific target audiences
- The challenges and opportunities presented by different media



Benefits

You will come away with a better understanding of the techniques used by professional copywriters to inform and persuade their readers. Effective copy can play an important role in shaping perceptions about products, services and brands. Your organisation will be able to create more effective marketing communications across different media and critically appraise work produced by agencies.

Course structure highlights

- Fundamentals of good copy
- Structure and logical flow
- Use of plain English
- Changing tone of voice to accommodate reader
- Writing effective headlines
- Combining words and images
- Adapting copy to different environments

WRITING FOR THE WEB

Words that get your site noticed by search engines and your audience



What is it about?

Copywriting for the web is different to writing offline. Knowing how to write for the web will help move your site up the search engine ranks and raise it in customer estimations. This extremely popular workshop shows how to write effective copy for your internet and intranet sites. An excellent follow-up to the Principles of Great Copywriting course.



Who should attend?

This workshop is ideal for any marketing professional writing for the web or critically appraising the writing of in-house colleagues or agency staff.



Learning outcomes

- What makes people stick to sites
- Promote your ratings in search engines
- What makes a good website and good on-line text
- How to write copy for online reading
- The way we read online and how this affects the way copy needs to be written
- How to run a usability study
- How the psychology of web copy needs to be considered when writing
- The importance of clarity and interaction on your site



Benefits

Your web presence needs to be distinctive and useful. This workshop takes a down-to-earth, practical approach to creativity on the web. Your key web writing team will learn essential techniques which make web copy really work, making your website and intranet communications more effective.

Course structure highlights

- Writing for different audiences
- Why on-line writing is different
- Making your homepage work for you
- The importance of where your messages are placed
- Headlines and gaining attention
- Writing features on the web
- Sales copy on the web
- Writing in clear plain English
- What a writer needs to know about Search Engine Optimisation (SEO) to boost rankings
- From offline to online writing – editing

CAPTIVATING
COPY



PRODUCES
RESULTS

COPYWRITING

COPYWRITING MASTERCLASS

Sharper writing, smarter copy – for senior copywriters who want instant results



What is it about?

An intense, practical course working across all mediums, online and offline. You'll learn how to create powerful, engaging copy that delivers the intended message with impact. A combination of forensic analysis and simple tips make this fascinating and fun. The Masterclass delivers scientific insights and practical tools that can make you a more persuasive, effective copywriter.



Who should attend?

Copywriters or senior marketers who deal with copy regularly; writers with practical experience who are comfortable with basics rules of grammar (although a refresh of the rules is included). If you want to understand how copy works, why it succeeds, where it fails, and what you can do to improve the quality of your copy instantly – this is for you.



Learning outcomes

- Improved ability to plan, conceive, write and refine copy that really connects with your audience
- Manage the copy process more effectively, and elicit better writing from colleagues and agencies
- Deliver great copy whatever the quality of the brief
- Increased creativity
- Better able to analyse and apply your brand's tone of voice in any situation
- Transform your organisation's marketing performance by learning simple tricks that improve your copywriting immediately



Benefits

In addition to writing more effective copy, the course teaches individuals how to elicit better copy from colleagues and agencies – harnessing plain English; delivering powerful copy; sharing simple tricks and more complex forensic linguistic techniques that have the potential to transform your organisation's marketing performance.

Course structure highlights

- The psychology of persuasive copy
- Applying writing skills to different media
- Structuring copy, using design to your advantage
- Plain English – improving your copy's readability
- Refreshing your approach, finding inspiration
- Content marketing, social media, press releases
- Tone of voice – your brand's secret weapon
- Digital Hit List: SEO, content marketing, Twitter and Facebook

INTRODUCTION TO COPYWRITING

Making your message clear, concise, memorable and compelling



What is it about?

This introductory course in copywriting covers all the elements that make good copy for all purposes, whether your writing is for your job, for a blog or for a personal project. The workshop will provide you with the essential principles of capturing and holding the attention of your readers, including how to target a message to a specific audience, how to craft clickable headlines and, most importantly, how to make yourself understood.



Who should attend?

Anyone who produces content for a website would benefit from this workshop.



Learning outcomes

- Learn about the four signal groups that Google measures to determine ranking
- Measure the results of your SEO and the impact of your news
- Understand the close relationship between writing and SEO
- Produce more effective written content
- Improve the focus, process and techniques of SEO with valuable hints and tips
- Gain a broader understanding of the role of SEO within digital journalism



Benefits

This course will improve your confidence in SEO so that you can write for better results.

Course structure highlights

- The idea of 'signals'
- The role of links and 'meaning neighbourhoods'
- Why SEO is always changing – and how to cope
- The role of social sharing
- Keywords and ranking – a practical guide to producing optimised copy
- Writing headlines and snippets for search
- Pictures in search
- Intelligent linking
- Negative factors in SEO – how not to destroy your search success
- Site speed



DIGITAL AND MARKETING

- Advanced email marketing
- Advanced social media strategy
- Blogging & communities
- Effective social media campaigns
- Email marketing
- Google analytics
- Hands-on facebook
- LinkedIn essentials
- Managing social media risks
- Managing marketing communications
- Online presence and reputation
- Social media marketing
- Strategic marketing masterclass – 5 days
- Twitter essentials
- Video for the web

ADVANCED EMAIL MARKETING

Moving email marketing to the next level with the latest developments



What is it about?

Email marketing is a cost-effective and highly engaging digital marketing tool. However, it is also one of the most challenging strategies to employ due to the issues of spam, changes in user interactions with email, mobile usage for email and the fast changing digital environment. This course offers an advanced and practical guide to getting the most from email campaigns using the latest techniques and tools.



Who should attend?

This workshop is for anyone involved in marketing who is looking to improve the results of their email marketing by going beyond the basics.



Learning outcomes

- Plan and execute effective email campaigns from initial concept to analysis
- Identify the most suitable email marketing tools for your campaign
- Integrate your email campaigns with your other marketing activities
- Use social media and email marketing for better results
- Segment your data for better response rates and interpret your analytics to improve your campaigns
- Use A/B and multivariate testing to improve your emails
- Optimise and improve your landing pages
- Understand the legal and best practice frameworks for email marketing



Benefits

Organisations will benefit from their participants obtaining knowledge of industry best practice, using the latest email marketing tools and delivering highly effective reporting that increases open rates, click through rates and --essentially -- the bottom line.

Course structure highlights

- Email marketing in perspective
- The latest email marketing tools
- Data collection for email marketing
- CRM integration
- Email and social media
- Segmentation for better results
- Version testing
- Landing page optimisation
- Analytics and email marketing

ADVANCED SOCIAL MEDIA STRATEGY

Structuring and developing an effective social media strategy



What is it about?

This is a hands-on course designed to introduce practical tips, ideas and suggestions on how to get more from social media. The workshop presents general best practice that applies across all platforms and also explores effective platform-specific techniques for Facebook, Twitter and LinkedIn. Participants will be encouraged to add value to the day by sharing their experiences with the group.



Who should attend?

This course is for anyone who wants to achieve more from their existing social media activities but it is not for those unfamiliar with social media technologies.



Learning outcomes

- Ability to structure a social media strategy and evolve it constantly
- Develop social media messages that will engage your audience and bring value to your business
- Assess the value of social media to your business
- Review where your brand and products are being discussed and the value of different social tools
- Monitor and influence social networks.
- Build social media into a campaign.
- Best practice for using Facebook, Twitter, LinkedIn and YouTube



Benefits

The ability to plan and develop social media activity that targets specific audiences and specific business goals in an effective and efficient way. Participants will learn a structured way to approach social media that will increase productivity and business benefit.

Course structure highlights

- Planning – your social media activity
- Growth and engagement – develop your online audience
- Best practices – for Facebook, Twitter and LinkedIn
- Sales – drive sales through your social media traffic
- Productivity techniques
- Measurement – issues in measuring the value of your social media activity
- Evaluate – you and your competitors' activity

DIGITAL AND MARKETING

BLOGGING & COMMUNITIES

Creating an engaging and effective blog strategy



What is it about?

Publishing a helpful and entertaining blog that establishes your authority is an effective way to build an online community and boost your business development. This workshop is for people who are considering writing a blog or developing a blogging strategy. It is a hands on course where delegates will learn why they should blog as well as practical tips on how to do it effectively.



Who should attend?

This course is designed for anyone who is considering whether they should start writing a blog or is developing their first blogging strategy for the business. It is an introductory level course.



Learning outcomes

- Decide whether blogging is right for you
- Discover practical tips on writing an effective blog
- What to consider as part of your blogging strategy
- Understand how to track and deal with comments on your blog



Benefits

Participants will benefit from a deeper understanding of how social media can be used to the greatest advantage. Organisations will benefit from a greater return from their social media campaigns and be reassured they are following best practice guidelines. They will also see how social media campaigns can be measured and improved.

Course structure highlights

- How to use social media to build effective campaigns
- Using the most appropriate social media tools for different purposes
- Best practice Facebook pages, Twitter accounts and LinkedIn profiles
- Effective targeting
- Online engagement and advocacy
- Grow audience interest and attract media coverage with "buzz"
- Insights and analytics
- Common dangers with the use of new media such as plagiarism, breach of copyright, etc.
- Pulling a campaign together and measuring impact

EMAIL MARKETING

Exploring how email can enhance marketing and boost business



What is it about?

Email marketing has been a core tool in digital marketing for many years but it is often not used to its full potential due to issues around design, user targeting and spam. This course offers a practical guide to getting the most from email campaigns using the latest techniques, tools and best practice.



Who should attend?

The workshop suits anyone with the responsibility for delivering email marketing campaigns, either in-house or agency side. It will benefit those new to email marketing as well as experienced marketers who feel they could be getting more from their email strategy.



Learning outcomes

- Plan integrated email campaigns
- Devise creative and copy to increase open and click-through rates
- Use tests and tracking metrics to improve response
- Select email marketing management systems
- Building email lists
- Review the latest on ethical and legal constraints
- Design an effective newsletter
- Measure and improve email campaigns



Benefits

The course will give organisations the ability to use email marketing as part of their integrated marketing plan. As well as covering best practice, it will discuss the legal aspects of email marketing, allowing organisations to adhere to the growing guidelines surrounding spam and data protection.

Course structure highlights

- Introduction to success factors for email marketing
- Legal briefing
- Deliverability and designing email templates
- Selecting an Email Service Provider
- Goal-setting for email campaigns
- Segmentation and targeting
- Campaign planning activity
- Structuring an email to maximise response
- Effective copywriting
- Email analytics

GOOGLE ANALYTICS

Knowing what matters in marketing and applying to enhance business communications



What is it about?

Organisations receive regular reports from Google Analytics but often have no real idea what they mean. This introductory course is designed to highlight what matters most for a marketer in this powerful reporting tool. In addition, it will help attendees to understand what actions to take in common circumstances and how to tailor activities to enhance your business objectives.



Who should attend?

This course is for any communications or marketing manager, digital executive or business person who is getting Google Analytics reports. This course requires you to have access to a fully working Google Analytics account for a website, preferably with either User or Admin access to the Account.



Learning outcomes

- Access the meaning and value from Google Analytics reports on your website
- Use and interpret content reports to measure what visitors are doing on your site
- Identify quality traffic and drivers of revenue and conversions to action
- Track campaigns, search (paid and non-paid), email, social, display, affiliates
- Extract actionable insights from the analytics reports to suggest performance improvements



Benefits

Your organisation will start to understand the real value of its website investment, giving an objective insight to the engagement and goals being reached by your target audience. Your organisation will be better equipped to perform in multi-channel digital marketing.

Course structure highlights

- Understanding where Web Analytics fits into your marketing insights mix
- Defining the purposes of your websites and producing key performance measurements and metrics that fit the goals defined
- How Google Analytics collects information, uses cookies and the information it tracks
- Structures, Accounts, Profiles and Users

MANAGING MARKETING COMMUNICATIONS

Ensuring marketing communications are strategic, tactical and co-ordinated



What is it about?

Many organisations waste money on marketing communications because their activities are fragmented and their messages are not relevant. Effective marketing communications requires a clear understanding of objectives; careful planning; coordination of the right communications tools; development of the right messages; a strategic approach; and a measurement of results. This course shows you how to manage those factors.



Who should attend?

This course is for marketing and communications managers, product managers and executives aspiring to a marketing management role. It is also for others who believe that their marketing communications are insufficiently structured and co-ordinated.



Learning outcomes

- Audit your organisation's current marketing communications and suggest improvements
- Create an effective, workable marketing communications plan
- Understand what type of research and analysis you should do to produce an effective plan
- Set clear marketing communications objectives
- Construct a marketing communications strategy that is aligned to the bigger corporate strategy and brand
- Define target groups and ensure that the right communications/messages are directed at them
- Use the best mix of marketing communications tools
- Define a control system to measure the results of marketing communications
- Brief agencies more effectively

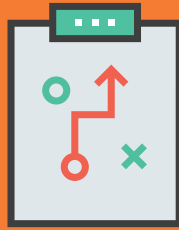


Benefits

The organisation will benefit from the knowledge and tools that the attendees will acquire on the course. In particular they should benefit from a properly structured and relevant plan that the delegates should be able to construct following the programme. They should also benefit from more accurate targeting, relevant messages and a more cost-effective approach overall.

Course structure highlights

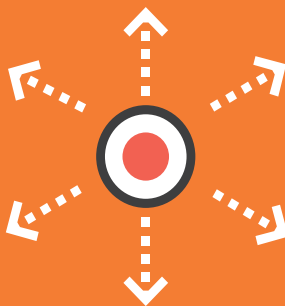
- How to recognise inadequate communications
- How marketing communications work
- How to align the communications plan with the bigger strategy and brand
- Structuring the plan
- Understanding the various contexts and applying them to the plan
- Setting the plan objectives
- Defining the marketing communications strategy and brand



STRATEGY, ORGANISATION AND



IMPLEMENTATION



MANAGING SOCIAL MEDIA RISKS

Understanding and managing the risks and challenges of social media



What is it about?

The social web is a powerful business development tool, and marketers must learn how to get the most from social media engagement. Engagement does not come without risk. This course guides you through the maze of consumer, business and common law that could seriously derail your social strategy.



Who should attend?

Any professional marketer who wants to develop valuable knowledge and understanding of how law shapes their social media engagement strategy. No prior legal knowledge is required or expected. Whether you are just starting or developing your Social Strategy, this will be a very valuable course.



Learning outcomes

- Developing a legally compliant social engagement strategy
- Understanding how defamation and libel law impacts on social engagement policy development and moderation strategies
- Intellectual property rights control use of social platforms like YouTube
- Developing acceptable use policy (staff handbook) and train staff to access social networks as a work tool
- Access best practice advice from UK and around the globe on developing a social engagement policy



Benefits

This workshop will benefit your organisation by building a confident marketing team that is better able to engage in social media because it understands real and credible threats such as libel defamation suits, fines, prosecutions and brand/reputation damage.

Course structure highlights

- Exploration of the relevant legislation including: the 2013 defamation and libel law, copyright laws, information law and privacy, inciting hatred, terrorism laws
- Case law and real-life examples of organisations and people failing to manage the risks
- Review and development of your own social media policy
- Developing a robust business case for your social media engagement strategy by building risk in
- The impact of regulators, ie ASA and the CAP Code on your social engagement strategy

ONLINE PRESENCE AND REPUTATION

Managing your brand communications online to avoid reputation damage



What is it about?

Social Media and digital marketing have completely changed how we engage with our audience. The use of twitter, social networks and user reviews are just a few of the issues that have transformed the PR and brand management landscape. This course will show you how to monitor, manage and engage with customers using these channels. It will also show you how to manage your online reputation most effectively.



Who should attend?

This workshop is for anyone responsible for managing online PR and/or online branding and who wants practical knowledge that they can implement immediately.



Learning outcomes

- Plan and execute online PR campaigns from start to finish (including analysis)
- Identify online opportunities and threats
- Understand, use social media and follow industry guidelines and best practice
- Identify how and where to monitor your brand online
- Deal with online PR disasters and know how to avoid them in the first place
- Identify and engage with online audiences
- Use the tools and sources of information for developing successful campaigns
- Understand the latest trends and areas to watch
- Report on and analyse campaigns from a metric and quality point of view



Benefits

This workshop will help participants get up to speed with the latest in social media and select tools relevant to their organisation rather than following the crowd. Participants will learn to evaluate and prioritise their options, know which social media tools matter and how to use them. This workshop can be tailored to address B2B and B2C marketing.

Course structure highlights

- Marketing then and now: how our business environment has evolved
- Marketing landscape - Web 2.0 and 3.0 and implications for brands
- Social media trends
- Social media channel planning framework: developing and executing a social media plan
- Putting it together – mobile, integration and measurement
- Blogging and influencing communities
- Key social channels best practice – Facebook, Twitter, Linked In,

DIGITAL AND MARKETING

STRATEGIC MARKETING MASTER CLASS

Organisational success by putting the customer at the heart of planning



What is it about?

The main challenge facing many organisations today is how to ensure their activities are customer-focused and their strategy externally driven. Today's changing business environment drives the continual search for competitive advantage and this master class is designed to provide delegates with the knowledge, tools and techniques to achieve this.



Who should attend?

This workshop is for organisations wanting to improve their external focus or the effectiveness of their marketing activity – within the public or private sectors. Delegates need to be experienced managers, from a marketing or non-marketing background, involved with their business planning and strategy development or who have authority to develop and implement marketing plans and strategy.



Learning outcomes

- Understand current approaches in developing marketing strategy and able to compare these with best practice and other sector practice
- Increased confidence and able to provide the evidence needed to make a business case to support stronger external orientation and customer-led planning
- Extended range of planning tools and techniques, and new ideas that will help achieve performance goals
- Methodologies to improve market and customer understanding
- Ability to develop fully evaluated marketing strategy proposals supported by a clear investment appraisal/business case



Benefits

This masterclass will provide participants with the time and catalysts to help them identify opportunities that could directly improve their competitive advantage and planning processes. The programme is pragmatic, delivered in a way that allows the benefits of fresh thinking to be applied directly to business. Participants have the opportunity to call on two hours of individual mentoring which will provide additional support.

Course structure highlights

- Marketing's role in organisations today
- The challenge of establishing a market orientation
- Structure of a customer-focused marketing plan
- The tools of internal and external analysis
- Using the SOSTAC framework for planning
- Aligning strategic, operational and tactical level plans
- The challenges of segmentation in both B2B and B2C organisations
- Developing the value proposition
- From product to service to solution
- Brand strategy and delivering the brand promise

TWITTER ESSENTIALS

Using Twitter to engage your market and enhance branding



What is it about?

This hands-on course will guide you through the practicalities of using Twitter to help achieve your business objectives such as market engagement and brand enhancement. The workshop will show you how to effectively tweet updates, build a following and advocate engagement.



Who should attend?

Anyone responsible for managing social media campaigns will leave the course with practical knowledge that they can implement immediately, using Twitter for their own benefit and that of their organisation.



Learning outcomes

- Plan and execute Twitter campaigns from start to finish (including analysis)
- Understand best practice within Twitter
- How to write effective Tweets and build a following
- Understand the importance of content
- Learn how to integrate other digital marketing campaigns with Twitter
- Be able to monitor your brand or product on Twitter
- Engage with the influencers and advocates on Twitter



Benefits

Organisations will benefit from a greater return from their Twitter campaigns and be reassured that they are following best practice and industry guidelines. They will also see how social media campaigns can be measured and improved.

Course structure highlights

- Twitter marketing in perspective
- Building a following and content
- The mechanics of a Tweet
- Promoted Tweets
- Social media monitoring and engagement online
- Tweeting: When, how often and what about?
- Twitter data and tools

VIDEO FOR THE WEB

Ensuring marketing communications are strategic, tactical and co-ordinated



What is it about?

This practical two-day training course will give you the knowledge and skills to shoot, edit and upload quality video to get your messages across. The course will inform video journalists about the various disciplines within the industry and will equip them with the basic skills and understanding necessary to produce a compelling story.



Who should attend?

Suitable for those tasked with producing multimedia content for their organisation. It will also benefit managers whose role includes supervising in-house multimedia production. No prior experience or knowledge is required.



Learning outcomes

- Analyse video with a more informed and critical eye
- Demonstrate an understanding of the different video production techniques
- Produce a compelling video report
- Communicate effectively with other members of the video production team



Benefits

Participants will acquire skills enabling them to produce professional and engaging multimedia content.

Course structure highlights

- Plan video projects
- Shoot professional looking footage
- Edit punchy effective video
- Look and sound your best
- Control and direct shoots
- Upload video to YouTube and other video hosting sites
- Promote your production and attract viewers

HANDS-ON FACEBOOK

Using Facebook to achieve your marketing objectives



What is it about?

This hands-on course will guide you through the practicalities of using Facebook to help achieve your business objectives, including engaging with your community and enhancing your brand. Covering topics like Facebook advertising, business pages and more advanced topics like Edgerank, the course will demonstrate how Facebook can work for you and your organisation.



Who should attend?

Anyone responsible for managing social media campaigns will leave the course with practical knowledge that they can implement immediately.



Learning outcomes

- Plan and execute Facebook campaigns from start to finish (including analysis)
- Understand the options within Facebook
- Build and manage Facebook pages
- Working and design effectively with Facebook timeline
- How Facebook apps work and how you can customize the user experience
- How to build and run Facebook advertising campaigns
- Learn how to integrate other digital marketing campaigns with Facebook
- Understand the reporting from Facebook insights



Benefits

Organisations will benefit from a greater return from their Facebook campaigns and be reassured they are following best practice and industry guidelines. They will also see how social media campaigns can be measured and improved.

Course structure highlights

- Facebook marketing in perspective
- Best practice Facebook pages
- Facebook advertising and promoted posts
- Effective targeting
- Facebook Apps
- Online engagement and advocacy
- Facebook insights and analytics

OUR APPROACH

Getting the most from your learning

We know that the best learning makes tangible improvements to individuals and organisations. That's why, from the design of our courses to the choice of trainers and the delegate support afterwards, we constantly focus on delivering results.

This means that everything we do is about helping you make measurable improvements at work.

How do we measure results?

We have a robust evaluation system to maximise the benefit of every delegate who attends a course with us. The system evaluates training following Donald Kirkpatrick's evaluation model.

LEVEL 1

REACTION - To what degree participants react favourably to the learning event.

LEVEL 2

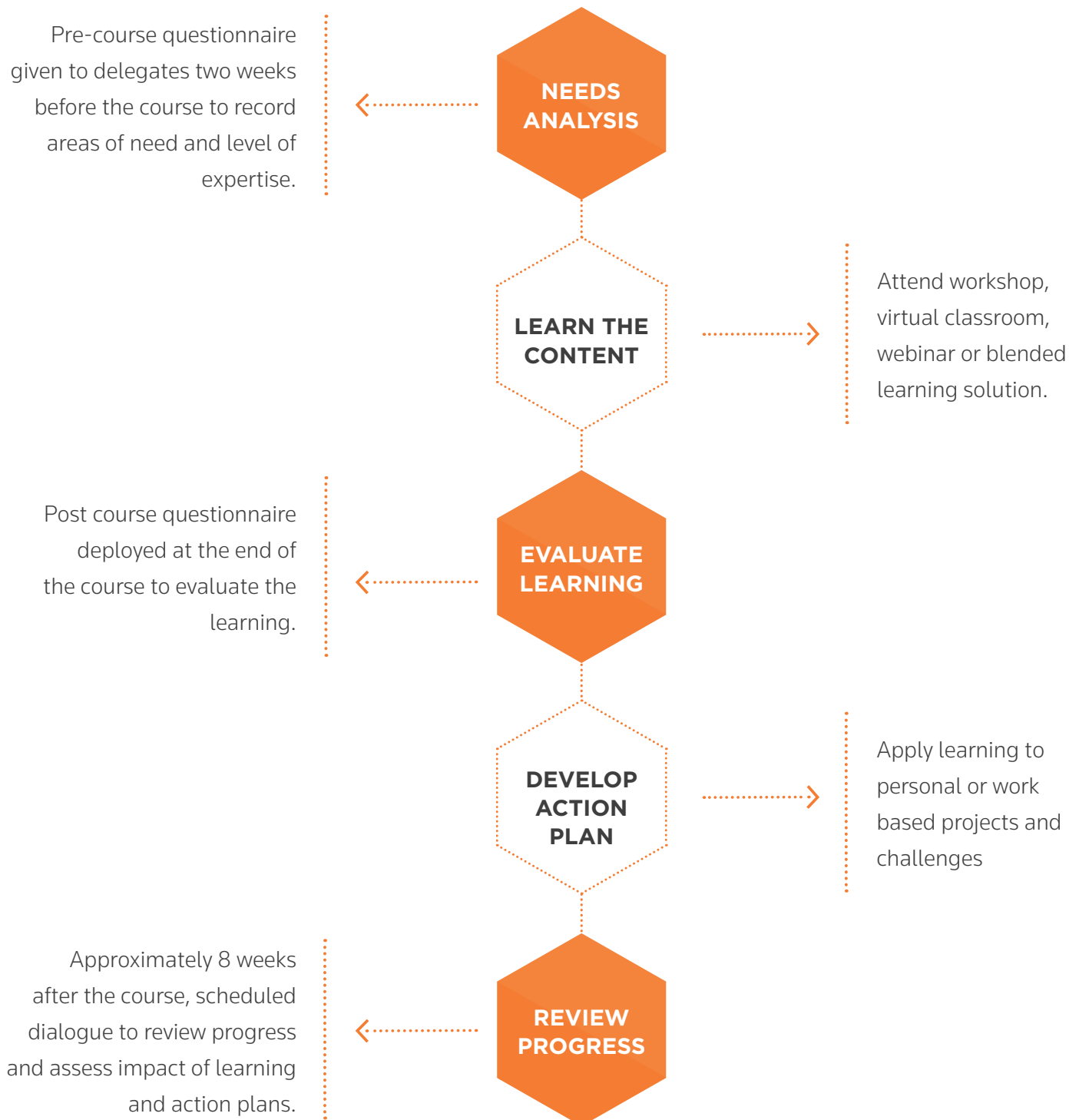
LEARNING - To what degree participants acquire the intended knowledge, skills and attitudes based on their participation in the learning event.

LEVEL 3

BEHAVIOUR - To what degree participants apply what they learned during training when they are back on the job.

LEVEL 4

RESULTS - To what degree targeted outcomes occur, as a result of learning event(s) and subsequent reinforcements.



OUR CLIENTS



Over the years we have helped a vast number of the world's well known brands, institutions, and governments.

These organisations have repeatedly trusted Thomson Reuters Foundation to help them improve the skills and adapt to the changing needs of their individuals, departments, and key stakeholders.

We see and treat each and every client as a partner.



VISA



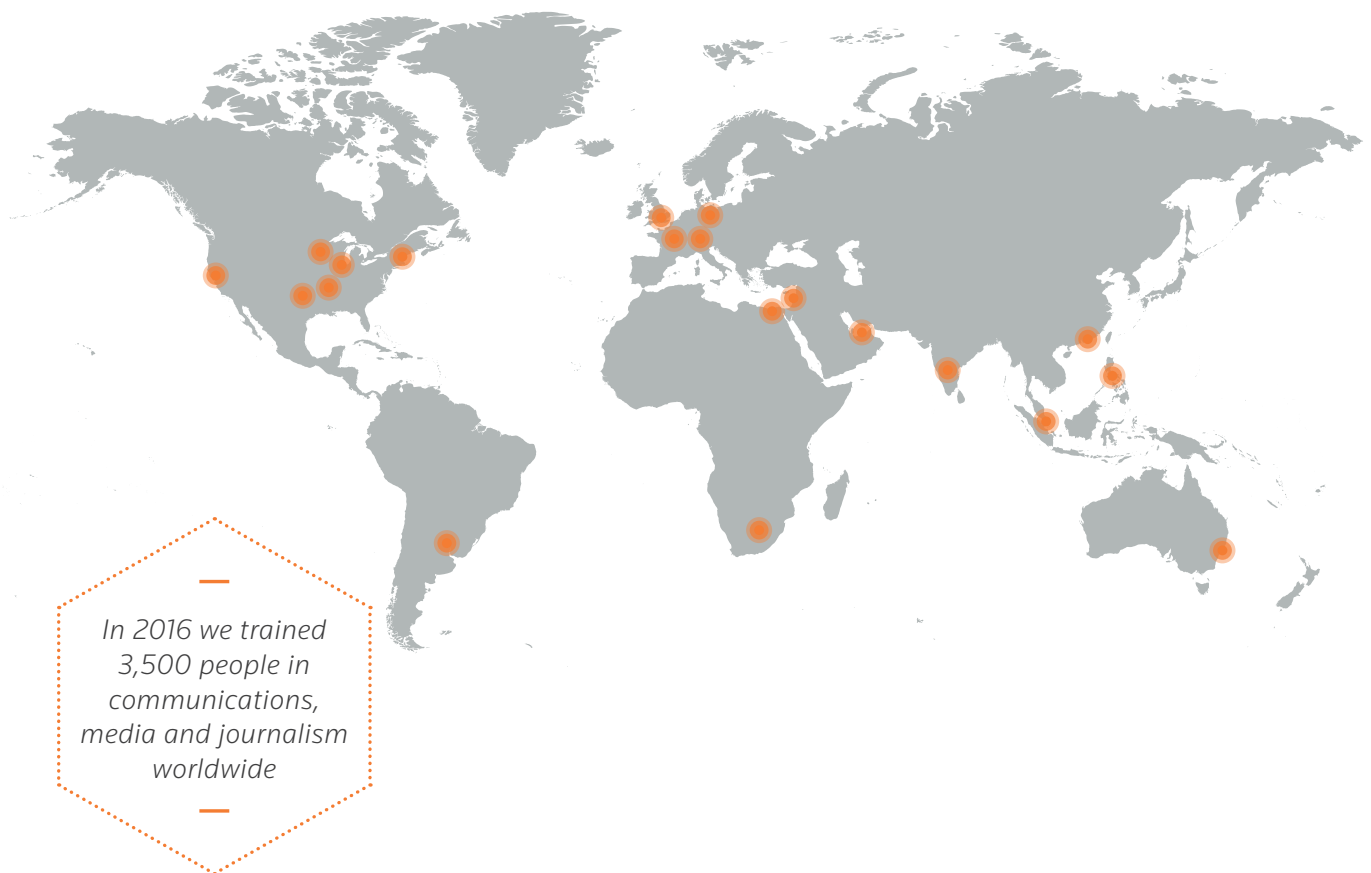
Robert Bosch **Stiftung**



OUR REACH

Our training hubs span five continents and our facilities enable us to meet the geographical needs and languages of many organisations.

PRIME LOCATIONS



Training Hubs

● BANGALORE	● CAIRO	● HONG KONG	● SAN FRANCISCO
● BARCELONA	● CHICAGO	● JOHANNESBURG	● SINGAPORE
● BEIRUT	● DUBAI	● LONDON	● ST LOUIS
● BOSTON	● EAGAN	● MANILA	● SYDNEY
● BUENOS AIRES	● EXETER	● NEW YORK	● ZURICH
● CARROLTON	● GENEVA	● PARIS	

LET'S TALK

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