

MarketPlace *Workshop*

Engaging Employers (558)

Tuesday 18th January 2005

Jury's Inn, City Centre, Birmingham



MarketPlace *WorkShops*

National Training Resources are pleased to introduce another event in our new series of **MarketPlace *WorkShops*** - a fully comprehensive portfolio of Marketing related learning and support programmes devised to get marketing working for training providers.

Engaging Employers

Overview

This subject is widely discussed as an essential part of the training provider's role. Making it a reality is something providers find more difficult, so we have developed a programme to provide you with the tools and processes to integrate employer engagement into your marketing activities and into your business mindset.

The programme will focus on developing your skills and business processes to accommodate simple activities to engage employers, thus supporting your learners more and bringing in more business for your company. Simple cost effective ideas will be introduced and you will leave the day's learning with a workable plan for your business.

Online coaching is offered as post programme support to provide you with a high level of expertise to implement your employer engagement activities.

Objectives

- Understanding your employer market/s
- Defining different employer markets and sector motivators
- Developing strategies to support short, medium and long-term business objectives
- Selecting tools for successful marketing
- Planning the campaign

The *WorkShop* will be based around the experiences of the delegates and draw upon the facilitator's expertise, so come prepared to share your issues and successes and leave with a plan of action which will enable you to work with the clients you want.

The *WorkShop* will cover:

This *WorkShop* will focus primarily on the following areas:

- Understanding the various stages in the sales process
- Developing strategies to support these stages
- Strategy and selecting the right tools
- Implementing strategy through effective planning

WorkShop Facilitator

Having worked as Head of Marketing for a national training provider, Head of Business Development for a local training provider and specialist marketing consultant to other training related businesses, Jane Levy brings substantial understanding of the issues faced by the industry.

With a passion for developing young people to meet their potential and substantial experience working with business, Jane became Head of Marketing for Spring Skills and was responsible for the rebrand to Protocol Skills. This role also included the development of campaigns to engage learners, schools, careers and national employers. In 2002, Jane moved to a smaller provider as Head of Business Development and was responsible for all aspects of business development, including marketing and tendering, with an emphasis on the development of marketing to engage local businesses as opposed to national clients.

With budget the consistent and governing factor in all marketing spend, Jane offers a practical and experienced approach to marketing vocational training and getting results for business.

Who should attend?

This *WorkShop* is designed to provide practical tools to sales staff, centre and branch managers, administration staff, training managers and all those with marketing integrated into their roles.

Programme

- 9.00am - Delegate Registration
Tea/Coffee
- 9.45am - Chairman's Opening Remarks
- 9.55am - Introduction
Welcome, introductions and discussion of delegates' personal objectives for the day
- Understanding the Sales Process**
- Analysis of the different stages of the Sales Process
- Marketing to match the Sales Process**
- Understanding key buying motivators when marketing (General principles)
 - Analysis of the messages for each stage (General principles)
- 11.00am - Tea/Coffee Break
- 11.20am - Matching your business to its market/s
- Understanding your key issues in engaging employers
 - Marketing solutions for your business
- 12.20pm - Developing appropriate messages and campaigns for your business
- What message for which stage
 - Choosing the right Marketing tools for your business and budget
 - Planning campaigns
- 1.00pm - Luncheon
- 2.00pm - Chairman's Introduction to the Afternoon Session
- 2.05pm - Planning Marketing to employers
- The planning process
 - Implementation and budgeting
 - Getting results and maintaining impetus
- 3.05pm - Plenary Session
Questions & Answers
- 3.20pm - Chairman's Final Overview
- 3.30pm - *WorkShop* Close

Delegate Registration

Delegate Fees

£209.00 + VAT for each delegate - this includes a comprehensive delegate pack containing relevant support information for future reference, refreshments and a full luncheon. A reduced rate of £199.00 + VAT will be offered for second and subsequent delegates from the same organisation.

Discounts available for charitable organisations, COGS members and multiple registrations from the same organisation.

A registration form is enclosed (please photocopy for additional delegates if required).

Travel & Accommodation

The nearest rail station is Birmingham New Street. Although there is limited car parking on-site at the hotel there are a number of NCP Car Parks in close proximity to the venue. Accommodation is available at the Jurys Inn. Please contact the hotel direct for details and rates on 0121 606 9000.

Reservations

Reservations will only be accepted on receipt of full payment PRIOR to the *WorkShop* via cheque, BACS or credit card. Cheques to be made payable to 'National Training Resources Limited'.

Confirmation

All reservations will be confirmed in writing within 2 days of receipt of your completed Registration Form and payment in full and will include a map and directions to the venue.

Queries

Please direct all conference queries to the Conference Team, National Training Resources Limited. Tel: 0845 130 6152 or 01827 63919. Fax: 01827 61428 or 60836. Email: conferences@national-training.co.uk

Terms & Conditions

Completion and return of the Registration Form constitutes a contract between yourselves and National Training Resources Limited. Although we are unable to accept cancellations, substitutions may be made at any time. We reserve the right to cancel or alter the *WorkShop* for reasons beyond our control.

National Training Resources Limited

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