

Get the message across

Tutor – Nick Day
Directory of Social Change

Monday 5th December 2011
10.00am – 4.30pm (Tea/coffee from 9.45am)

Poole Salvation Army, 2 New Orchard, Poole, BH15 1LY

£15 per person

WORKING TOGETHER



*To Support the Voluntary and
Community Sector*

Who is the course for?

- This course is for small and medium voluntary/community groups and charities.
- It is aimed at anyone responsible for creating and delivering marketing communications to donors, volunteers and/or supporters.
- This is an interactive beginners/introductory workshop and will be jargon free (or at least telling you what the jargon means!)

What does the course cover?

- Creating a realistic set of marketing goals and strategies that will enable you to get the right message to the right audience at the right time.
- What you need to research and consider before developing a marketing plan - marketplace, competitors, interested parties and past successes / failures.
- Key considerations when using popular marketing communications tools including mail, email and the web.

What will you achieve?

- Understand the key considerations for planning marketing communications.
- Gain a practical toolkit for developing a straightforward marketing strategy.
- The ability to choose and use the right communication channels to get your message across.

About the Trainer

With more than 25 years 'hands on' marketing experience, Nick's expertise spans from traditional to new media. As well as involvement with a broad cross section of charities, such as Marie Curie and Samantha Dickson Brain Tumour Trust, he's worked with some of the world's most well known commercial organisations including British Airways, Royal Mail & Sony.

Nick provides marketing training for a number of organisations, including the Directory of Social Change, and delivers the Certificate and Diploma in Marketing courses for the Chartered Institute of Marketing.

He demystifies marketing and turns theory into practical communication tools that anyone can use.



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Booking form: Get the message across, 5th December 2011

Organisation name	
Attendee(s) names (max 2 per organisation)	
E-mail address	
Tel number	
Any special access or other requirements?	

The fee for this course (subsidised by the Big Lottery) is £15 per person for voluntary/community groups and charities. If the course is not fully booked, spare places may be offered to statutory staff at £100 per person.

Please return the booking form by 21 November to:
Bournemouth CVS, Boscombe Link, 3-5 Palmerston Road, Bournemouth, BH1 4HN,
with your cheque made payable to "Bournemouth CVS".

Places are limited, so please book early. Your place will not be reserved until payment has been received.

Any queries about the booking process, please contact Jacqueline Salazar, 01202 466130
jacqueline.salazar@bournemouthcvs.org.uk.

Queries about the course, please contact Steve Place, 01202 466130,
steve.place@bournemouthcvs.org.uk

Cancellation policy:

Up to 14 days before the event- full refund. Please e-mail the above address to request this.
After 14 days before the event- no refund but you may send someone else in your place.

