

Subsidised Courses for Turning Heads Club Members Marketing Your Organisation on a Tight Budget

Whether you are looking to hit sales targets, explore new markets, or simply create a greater awareness of your organisation, marketing is an essential investment and needn't cost a fortune.

Each course will consist of two creative half-day workshops, focussed on practical tips and advice on how to market your organisation during the economic current climate, followed by a buffet lunch (1pm – 1.30pm).

The workshops will enable delegates to develop their skills in this area without needing too much time out of the office, and the space between sessions will provide opportunity to reflect on how they can apply what they have learnt in the workplace.

We are pleased to be able to offer subsidised places to businesses in the HOVIP region

Members of the Turning Heads Club - subsidised rate of £40 per course (2 x ½ day sessions).

Other businesses in the boroughs of Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taf and Torfaen - subsidised rate of £100 per course (2 x ½ day sessions).

Marketing - Getting your Message Across

Duration: 2 x ½ days (9.30am to 1pm)

Date: 26 Jan & 10 Feb 2010

Location: ViTCC, Tredegar

Cost: £163 (covers both 1/2 day sessions)

The course aims to provide delegates with new approaches to marketing their products/services, focussing on establishing key promotional messages and practical ways to convey these effectively.

During each session, delegates will examine the marketing of other companies, evaluate any marketing strategies already in place, and develop their key marketing messages.

Workshop One – What are you selling and why should anybody buy it?

This session will focus on the bigger picture, helping delegates analyse their competitors/collaborators, clarify what they are selling, what markets they are in and what your key selling messages are.

Workshop Two – Exploiting markets and getting your message across

This session will focus on targeting your marketing effort, give you the chance to devise marketing messages and give you the tools to put together a marketing campaign.

Marketing - Utilising On-line Tools

Duration: 2 x ½ days (9.30am to 1pm)

Date: 2 & 16 Mar 2010

Location: Orbit Centre, Merthyr Tydfil

Cost: £163 (covers both 1/2 day sessions)

The course aims to enable delegates to make the most of on-line marketing; a cost effective means of reaching a wide audience. Delegates will develop a practical understanding of a range of on-line marketing techniques, and how to maximise their effectiveness by using targeted, well-written content.

Workshop One – Optimising on-line marketing through targeted content

This session will focus on maximising the impact of on-line marketing by targeting content to user's needs, as well as explaining search engine optimisation and how basic web analytics can help you measure your website's success.

Workshop Two – Using social media, blogs and email marketing

This session will explore the use of these tools to promote products/services, specifically looking at how they fit in with other marketing techniques, how to use them to the greatest effect, and how they can save the organisation money.

Marketing Your Organisation on a Tight Budget Booking Form

Course title: Marketing - Getting your message across <input type="checkbox"/>		Marketing - Utilising on-line tools <input type="checkbox"/>	
Contact name:		Position:	
Organisation:			
Address:			
Post Code:		Telephone:	
Email:		Member of Turning Heads Club?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Participant name/s:			
1.	Position:	Tel:	Email:
2.	Position:	Tel:	Email:
Dietary requirements:			
Please identify if you have any specific requirements or need access to particular facilities to attend this course:			
How did you hear about the course?			
<input type="checkbox"/> Mailed leaflet	<input type="checkbox"/> Line manager	<input type="checkbox"/> Word of mouth / colleague	<input type="checkbox"/> Website <input type="checkbox"/> THC Event
<input type="checkbox"/> Other (Please state): _____			
What type of organisation do you work for?			
<input type="checkbox"/> Public Sector	<input type="checkbox"/> Voluntary/Charity	<input type="checkbox"/> Sole trader/Partnership	
<input type="checkbox"/> Small/Medium enterprise (Under 25 employees)	<input type="checkbox"/> Small/Medium enterprise (25 - 250 employees)	<input type="checkbox"/> Large (over 250 employees)	
Preferred Payment Method (please tick preferred method)		Total Payment Due:	
1 <input type="checkbox"/> Cheque (please enclose, made payable to Cardiff University)			
2 <input type="checkbox"/> Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> Master card <input type="text"/> <input type="text"/> Switch Issue no.			
Card Number:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Card Expiry date:		Signature:	
In order for us to raise an invoice we need the booking form authorised			
3 <input type="checkbox"/> Please send invoice to: (must be completed by authorised personnel below)			
Name:		Position:	
Signature:		Address:	
Postcode:		Tel:	
Fax:		Email:	

N.B. Named participants may be substituted without charge. Fees will be refunded less £40 administration charge (£100 PRINCE2 and MSP courses) for cancellations received 10 working days prior to the start of the course (15 days for PRINCE2 and MSP courses) or earlier. Fees will be forfeited for cancellations after this date. From time to time you may be sent information about courses and events at Cardiff University by post; if you do not want to receive this information please tick the box

Official use only: DR:

Course Code:

Total Payable: £

DSF: