

43 Bromham Road
Bedford
MK40 2AA

Tel: 01234 354366
Fax: 01234 347503

Email: training@yourcvs.org
Web: www.yourcvs.org

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Serving the Local Voluntary and Community Sector

Introduction to Marketing

A One-Day Workshop

Trainer: Chris Lee

Thursday 14th October 2010

9.45am to 4.30pm

at 43 Bromham Road, Bedford

From £12 per delegate
(includes course hand-outs, buffet lunch, tea/coffee)

Priority bookings will be given to voluntary organisations

Serving the Local Voluntary and Community Sector

Introduction to Marketing

Who should attend?

Those new to marketing, customer-facing members of staff, members of staff who require an understanding of marketing, managers who require an understanding of marketing and its strategic role in the organisation.

Affordable and effective marketing

Often regarded by smaller not-for-profit organisations as too expensive and used as another word for publicity, marketing is much misunderstood. As an activity that puts service users first in identifying and meeting needs, marketing should be at the heart of organisations of all sizes.

Benefits of attending

This course will give you an understanding of the place and power of marketing in an organisation. You will be able to apply practical techniques to increase the effectiveness of your promotions, advertising, direct marketing and online activity.

About the trainer

Chris Lee has worked in not-for-profit marketing and fundraising for over 25 years, sharing his learning through training for the past seven. As part of his capacity building work with the voluntary sector in the East of England, he has led training sessions and workshops across the region.

He lives near Cambridge where he can be found freecycling, time banking and running.

Introduction to Marketing

Programme

09.45 am Coffee and Registration

10.00 am Introduction to the day and each other

During the day we will cover

- Why marketing matters
- Marketing demystified — from AIDA to WIIFM and the marketing mix
- Always start with them — understanding your audiences and building relationships
- Communicating effectively — medium, message and motivation
- Targeting your effort for maximum effect
- Ten ways to stand out from the rest

There will be breaks for tea and coffee during the morning and afternoon sessions, and a buffet lunch will be served

The organisers reserve the right to modify the content of the programme