

University of York & Higher York Partnership “Making Marketing Work” Workshops

A Flexible Series of Marketing Workshops

Provider The University of York

Description A four day CPD accredited workshop programme, accredited by the Chartered Institute of Marketing (CIM). The programme is designed to develop the marketing skills of individuals responsible for marketing within their organisations.

Ideally accessed as a full development programme, the individual workshop sessions also work as stand-alone modules if required or necessary.

Costs The “**Making Marketing Work**” Workshop Programme is funded to the value of 60%, making this an excellent value opportunity to access high quality marketing training and skills enhancement at a fraction of the normal market cost.

For a qualifying business, the individual workshop cost per delegate is **only £78.00**.

Most businesses based in Yorkshire and the Humber area will be a “qualifying” business with the exception of public sector bodies.

Who Should Attend?

These workshops are aimed at Owner Managers, Directors, Partners, Senior Managers, Marketing Managers, Marketing Assistants and Marketing Coordinators. In fact this programme is for those that are involved in any part of the marketing process and who want to improve their marketing skills and influence the marketing approach within their organisations.

Why?

This Workshop Programme has already been delivered to many businesses across the Yorkshire & Humber region and has received fantastic feedback for the practicality and effectiveness of the content. Delivered by marketing specialists, participation will give you the insight, skills and confidence to be more effective in your role and develop excellent marketing knowledge that you can use to promote your organisation.

www.york.ac.uk/salesandmarketing

W/Shop 1 Making Marketing Work: Practical Marketing Techniques

Date **Friday 15^h October**

Timing **9.15am – 4.45pm**

Overview Knowing the right techniques to use to promote your business is the key to marketing success.

At this highly interactive workshop you will learn what marketing works and what doesn't. How to find the right clients and how to market your products and services effectively and includes:

- Understand why people really buy and discover the secrets behind really great marketing
- The little-known ways to create marketing magnetism and get clients to come to you, just by changing the way you market to them
- Making direct mail easy - 7 proven steps to developing great direct mail campaigns that will deliver results each and every time
- Great ways of profitable clients and target them like a laser beam
- 6 proven strategies for making the internet and your website work for you that will bring you high quality enquiries
- 8 tips for marketing without spending a single penny that will still deliver great results
- Great ideas for marketing materials, it doesn't always have to be a brochure!

Why? This workshop is interactive and you will have plenty of opportunities to use examples from your own business. You will learn how to promote your business the easy way without spending a fortune how to get prospective clients beating a path to your door.

www.york.ac.uk/salesandmarketing

W/Shop 2 Making Marketing Work: Developing a Marketing Strategy

Date Monday 8th November

Timing 9.15am – 4.45pm

Overview This session will cover the elements of an effective Strategic Marketing Plan step by step, showing what should be included in each section and how to make it effective and persuasive. It will include how to set a budget and also how to allocate monies to the various marketing activities. This session will provide tools, techniques and best practice advice to help delegates create their own Strategic Marketing Plan when they are back at work.

Key areas include:

- Where you are now and what does your organisation want to achieve?
- How marketing can help to deliver the organisational goals?
- How to use a variety of strategic tools such as Ansoff Matrix, Porter's five forces and SWOT, matching internal strengths to external opportunities for maximum return
- How to use segmentation and targeting techniques to identify the most suitable target market(s) for future growth
- What is positioning and how is your organisation perceived within the marketplace?
- How to prepare a marketing budget in line with your marketing plan
- How to implement your plan and ensure it becomes a reality
- How to measure marketing and understanding when you have been successful

Why? You will benefit by understanding how effective marketing strategies can have a real impact on delivering the overall organisational goals. We will guide you through the marketing maze and will give you all the tools you need to develop your marketing strategy. This means you will leave with more confidence in your marketing abilities and ready to put into action all that you have learned.

www.york.ac.uk/salesandmarketing

W/Shop 3 Making Marketing Work: Using the 'Write' Words

Date Thursday 25th November

Timing 9.15am – 4.45pm

Overview This Workshop is essential if you want to know how to communicate with your customers and stakeholders more effectively. Communication from words to images to the spoken word plays an important role in your marketing strategy - and making sure you get it right makes a big difference to how you are perceived.

In this memorable session we get you to wear your customer's and stakeholder's shoes and think about what is important to them, what makes them want to work with you or buy your products and services and includes:

- Gain proven techniques that will get you thinking like your customers and stakeholders in minutes
- Learn how to develop powerful marketing messages that create marketing magnetism
- Have tools you can use everyday to help you develop your own writing style and develop effective marketing copy and messages
- Understand your customer's thinking and how it can help you to generate new marketing ideas
- Develop a mindset that is focused on the recipient of your communications
- Learn how to break down barriers to communication

Why? This workshop is an absolute must if you want to know how to communicate with your customers and stakeholder effectively.

We get you to start thinking differently from the outset and give you challenges that make you think and open your mind to new ways of communicating that you can use as soon as you get back to the office.

www.york.ac.uk/salesandmarketing

W/Shop 4 Making Marketing Work: Tools for Creativity and Innovation

Date **Thursday 9th December**

Timing **9.15am – 4.45pm**

Overview This Workshop is an absolute must if you want to develop your creative thinking and innovate new marketing ideas within your organisation.

The session is highly interactive and you will get plenty of opportunities to be creative. You will get the practical tools you and your team need to tap into your knowledge about your organisation and create powerful new ways of marketing your products and services and includes:

- Develop a creative mindset that will help you develop new ideas and solve marketing challenges
- Gain proven techniques that will get you generating new ideas in minutes
- Have a creative framework you can use again and again
- Take away tools you can use for everyday creativity and innovation
- Be able to turn your ideas into reality in the workplace
- Find solutions to challenges that are sitting right underneath your nose

Why? This workshop is best suited to individuals who are open to new ideas and want to embrace more creative and innovative ways of working. We get you to start thinking differently from the outset and give you challenges that make you think and open your mind to new possibilities.

The workshop is highly interactive and we will give you plenty of opportunities to be creative. We guarantee that everyone will have at least one new idea, even if they don't think of themselves as being innovative!

www.york.ac.uk/salesandmarketing

Programme Hosts - Marketing Specialists

Siobhan Lees

Siobhan Lees has over 25 years of marketing and business development experience and has held senior positions at a selection of Europe's leading technology and retail companies, including Marks & Spencer, Cable & Wireless and Demon Internet.

Siobhan's professional career began at Marks & Spencer as a Management Trainee. In the following eight years Siobhan worked across the company in a variety of departments in management roles.

Over the years Siobhan has worked in senior business development and marketing roles for blue chip companies and attained numerous awards for her strategic direction in the areas of marketing, performance, people development and standards.

Siobhan's skills lie in developing partnerships with clients that inspire and develop confidence in an individual's marketing skills and knowledge and this is one of the key elements of her success.

Joanne Morley

Joanne Morley has 20 years marketing and marketing communications experience, Joanne has worked with a range of companies both large and small. Her early knowledge was gained in high tech, IT companies marketing software and technology products for high growth companies that were spun off, sold or bought.

Later roles included e-marketing for Tesco and technology start ups, but no matter what the role she has always enjoyed being a marketer.

During her career Joanne has worked at both a strategic and practical level and as well as developing marketing strategies and plan she also has a wealth of hands-on experience of running direct marketing campaigns, exhibitions, PR, and more recently a good understanding of internet and social media marketing.

www.york.ac.uk/salesandmarketing