

Training Summary

Training for academia



In an increasingly competitive world, where we are bombarded by thousands of messages daily, it is more important than ever for centres of further and higher education to use every tool at their disposal to tell the people who matter to them what a great job they are doing.

Good communication doesn't happen by chance - it takes skill, application and dedication. My workshops draw on 35+ years in PR in the not-for-profit sector, including 12 years working in a University as a fractional senior lecturer.

My set package workshops are

- **An introduction to working with the media for academics**
- **Presentation skills,**
- **Event Management,**
- **Making commercial sponsorships work**
- **Chairing effective meetings for academics and administrators**
- **Effective meeting note taking and administration**
- **Effective business writing for academics and administrators**

All my training for academia is based on a simple package price, £350 for half day workshops and £500 for full day programmes. There are no hidden extras and all workshops include support materials. Maximum delegate numbers are shown for each subject.

All you need to organise is a venue and invite delegates as I come fully equipped with everything needed to run the training.

If you don't see what you are interested in, please drop me a line. I am always happy to design bespoke training programme to meet your needs and even if it is something I don't specialise in I can help, as I have many contacts in the communications industry in a range of fields and will happily refer you on at no cost.

An introduction to working with the media for academics

This tried and tested day long workshop is intended for people who have never dealt with the media or who have only limited experience. As well as focussing on practical skills the workshop is designed to instil confidence in people who whilst confident in front of their peers or students may perhaps be less comfortable about the prospect of working with journalists.

It covers how journalists work, meeting their needs to meet your own, identifying news, writing news releases and includes extensive opportunity for delegates to experience and practise the skills required.

This workshop is particularly suited to academics new to promoting their work but are keen to raise their profile in support of funding and operational goals. This workshop can be tailored to suit your specific needs.

Max 15 delegates

Broadcast media skills for academics

This day long workshop is aimed at people hoping to make use of broadcast media opportunities for the first time.

This workshop covers what makes the broadcast media special, preparation for interviews, interview technique and handling challenging interviews. The workshop offers opportunities for delegates to undertake interviews themselves which are recorded with digital audio and video equipment for playback.

Because Douglas uses his own video and audio equipment this training is delivered at a fraction of the cost of similar training being offered on the open commercial market and is therefore ideally suited to smaller organisations working to a budget.

Max 8 delegates

Presentation skills

This half day workshop is designed for people new to making presentations or speaking in public or for those wishing to improve this vital skill set in teaching. It covers preparation and structure of presentations, use of support tools such as PowerPoint, public speaking hints and tips and advice on controlling nerves.

This workshop is relevant to both teaching and administrative staff and can be tailored for both or for a specific group.

There is an option to make this a full day workshop with the opportunity for delegates to create and present their own presentations with feedback.

Max 15 delegates

Event management

This day long workshop is perfect for academics or administrators new to event management wishing to develop their skills. Whether it is organising a seminar, symposium, conference or open day the workshop covers all the basic principles of event organisation tailored specifically to the academic environment.

This workshop covers both the practicalities and creative aspects of event management including types of events, planning techniques, hints and tips for running a smooth event, getting media coverage and follow up work.

The day includes an exercise to offer delegates an opportunity to plan out an event.

Max 8 delegates

Making commercial sponsorships work

This half day workshop looks at how commercial sponsorship can be sought, won and supported. It identifies the differences between commercial sponsorship and other forms of income such as grants and donations and sets out what an organisation has to do to make the relationship between them and sponsors grow and flourish.

This workshop is particularly suited to academics trying commercial sponsorship as an income stream for the first time, or organisations trying to improve the way they seek, handle and fulfil sponsorship relationships.

Max 15 delegates

Chairing effective meetings for academics and administrators

There are two classic complaints in any educational setting, one is the time “wasted” in unproductive meetings and the other is that people feel excluded from decision making.

The answer to both of these issues is running meetings effectively and this means providing Chairpeople with the knowledge and skills to get it right. Bringing people together to share ideas and solve problems together ought to be productive and engaging experience but sadly this is often not the case because meetings are badly run by the Chairperson.

This half day workshop, specifically designed for academia, aims to help Chairpeople hold more effective meetings and feel more confident about their role.

This workshop is closely associated with the effective meeting note taking and administration workshop.

Max 15 delegates

Effective meeting note taking and administration

This half day workshop is for anyone filling the role of minute taker or secretary at meetings of all levels.

This role is perhaps one of the most important in the meeting environment. The secretary or minute taker brings structure and order to the meeting itself, ensures that the discussions and outcomes are accurately recorded and ensures follow up is coordinated.

But taking minutes can seem a daunting task and it is a natural reaction to be nervous about the role. This course will address the most common areas of concern, offer hints and tips on approach and writing style and help delegates build their confidence and capabilities.

This workshop is designed to mesh with the Chairing effective meetings workshop, but can work in isolation.

Max 15 delegates

Effective business writing for academics and administrators

From letters to reports, email briefings to instruction manuals, many of us have to write various forms of business communication as part of our daily work, yet few of us have ever had guidance on maximising the effectiveness of our writing.

This workshop is for anyone who wishes to improve the style, tone, accuracy and influence of their business writing.

It will be of help to anyone who feels less confident about writing, or frustrated that it has not produced the intended outcome with the recipients in the past. This course is designed for academics and administrators at all levels and has previously been a recommendation for a variety of recipients as part of their personal development plans.

In a supportive and none challenging fashion it aims to build the confidence and capability of staff required to deliver a range of written materials in their roles by addressing common concerns and issues associated with writing in a business setting.

Max 10 delegates

If you would like to book me for any of the workshops listed above, or if you would like to discuss other subjects please contact me at

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or call me on 07876 044 318 or 01476 577 875