

Training Summary

Training for the Third Sector



In an increasingly competitive world, where we are bombarded by thousands of messages daily, it is more important than ever for not-for-profit organisations to use every tool at their disposal to tell the people who matter to them what a great job they are doing.

But 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 and are designed to help organisations identify their story, find their voice, make friends and influence people.

My set package workshops are

- **An introduction to working with the media**
- **Presentation skills,**
- **Event Management,**
- **Producing Effective Publications,**
- **Brand Development**
- **Crisis Communication**
- **Making commercial sponsorships work**

All my Third Sector training is discounted and based on a simple package price, £250 for half day programmes and £400 for full day programmes. There are no hidden extras and all courses 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. I have previously delivered training in venues as diverse as fully equipped teaching facilities to village halls, so little surprises me now.

If you don't see what you are interested in, please drop me a line. I am always happy to design bespoke training programmes to meet your needs and even if it is something I don't specialise in, I can help. 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

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 may perhaps be worried about 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 voluntary organisations keen to raise their profile in support of funding and operational goals and can be tailored to suit your specific needs.

Max 15 delegates

What have previous clients said about this course....

Reading Voluntary Action - Groups attending the workshop included Caversham Heights Methodist Church, Reading Refugee Support Group, The Nuclear Information service, Ability Housing Association and the Berkshire Islamic Information Group.

"The course content was very good and just what I wanted. Douglas was very professional and helpful." , "It kept my interest and attention from start to finish. Great mix of methods and groupwork / pairs." , "Excellent. Really well presented to get us thinking about how it all works. also dynamically presented to stop boredom."

Methodist Church (Joint Public Issues Team) *"Thank you for very well communicated material. Extremely useful and thought provoking 9/10" , "Enjoyed it. Good and valuable use of our time." , "Excellent group work and lots of relevant examples"*.

Broadcast media skills for the voluntary sector

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

What have previous clients said about this course....

British Psychological Society, Division of Forensic Psychology -*"10 out of 10. Very, very informative and engaging" - "Very knowledgeable and useful, relevant examples"*.

Presentation skills

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

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

What have previous clients said about this course....

Reading Voluntary Action *"He's been really good to listen to. Funny and engaging", "10/10 very knowledgeable" and "10/10 expert" "Very relevant", "Very Helpful"*.

Voluntary Centre Services North Kesteven (VCS NK) *"Excellent and very professional 10/10", "Interesting, engaging, relevant, well prepared and informative. 10/10". Groups represented included the British Red Cross, Age Concern and the Citizen's Advice Bureau.*

Event management

This day long workshop is perfect for people new to event management wishing to develop their skills. 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

What have previous clients said about this course....

Southend Association of Voluntary Services -An event management workshop for staff and volunteers of local groups including Brainwave Children's Therapy Centre and Leigh-on Sea Town Council. *"10 out of 10 - Douglas put everything over in a very clear and concise way. Excellent, thank you".*

Producing effective publications

A day long workshop for people wanting to produce newsletters and other publications. The workshop covers the duties of an editor, clear writing skills, the basic principles of design and desk top publishing.

If IT facilities are available this course can be delivered with hands on DTP work for delegates.

Up to 8 delegates

What have previous clients said about this course....

Voluntary Centre Services North Kesteven (VCS NK) A workshop on producing effective newsletters and other publications for a range of locally based community groups - *"Just wanted to send you a quick email to thank you for the training on Monday, it was very worthwhile and was full of useful hints and tips that I can hopefully start incorporating within our newsletter."*

Developing a brand for an organisation

A half day workshop for people launching new organisations covering the creation and management of its identity and "corporate personality". The workshop will look at why branding is important, how to go about naming organisations, developing a visual appearance and the practicalities of applying a brand.

We will also examine the crucial role values have in determining the brand and defining what your organisation stands for and how you communicate this through brand to the people that matter to you.

Up to 8 delegates

Crisis Communication

This half day or day long workshop is aimed at people working in organisations which have a degree of risk attached to their operation, particularly those working in the social care sector or providing activities in which participants might get injured.

Whilst we all hope nothing will go wrong, accidents do happen and things do occur which will reflect badly on an organisation's reputation. This workshop is designed to address the communications issues which can arise when something goes wrong ensuring that a problem doesn't become a crisis.

The full day version of this course includes a tabletop exercise in dealing with the communications implications of a crisis scenario.

Up to 8 delegates

Making commercial sponsorships work

This day long 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 organisations 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

What have previous clients said about this course....

Reading Voluntary Action This half day workshop proved so popular it was oversubscribed by a factor of 50%, with 18 delegates from a range of organisations attending to see what sponsorship entails as a possible funding stream. *"Very informative . Easy to understand", "Very useful course content - I will apply the learning not just when I look for sponsorship"*; another delegate emailed after the workshop to say *"I just wanted to let you know how impressed I was with the course that you ran yesterday. As the sole employee for my particular project fundraising can seem quite overwhelming when you are trying to do it on top of all of your other work. Your course has inspired me and renewed my enthusiasm. Thanks again."*

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