



TRAINING WORKSHOPS AND SEMINARS

Connect and Impact People with a Powerful Marketing Communications Plan

To experience success in influencing another person to participate in a cause, take on an opinion or belief, buy a product or service, anything that you can think of ... you need to deliver a message to that person, have them understand it, believe it, and act on it. And you need to deliver that message on the “channel” that person is tuned into. If you are attempting to motivate or inspire just one person, what are you going to say to them that will resonate and have that person understand, believe, and change behaviour? Through what means are you going to deliver that message? Now ... what if you can't communicate to every person in your target audience(s) one-to-one? What are you going to say to your target audiences, internally and externally? On what channels will you send those messages?

In this session you will learn how to develop a comprehensive marketing communications plan:

- Where are you now with your communications messaging and channels?
- What do you hope to accomplish with strategic marketing communications?
- Who are your target audiences?
- What are your key messages?
- What are the best ways to deliver the messages? Who will do it?
- What is the timeline and budget for your marketing communications?
- How will you know if your target audiences are understanding, believing and acting on your messages?

Participants will walk away with a template and understanding of how to develop a marketing communications plan that works, saving them time and money knowing they are using their resources to deliver the right messages on the right channels in the right ways.

Strengthening Your Communications Skills

Research has shown that successful and effective people in the workplace have strong oral and written communications skills. They are good communicators even in stressful situations and are skilled at dealing with tough questions in a controlled way. This is particularly important in employee relations, when delivering bad news or dealing with difficult people is a skill that every team leader, manager or supervisor needs in their toolkit.

This workshop focuses on communications skill development as it applies to the workplace. It includes segments on how to be a good presenter and writer, stress management and interfacing with employees on difficult subjects. The workshop is interactive, with group exercises and a workbook to aid learning.

What Are People Saying About Your Organization When You Are Not in the Room? How to Create a Powerful Brand.

The people ... the target audiences ... that are crucial to your success have an opinion about your organization? What is it? What are they saying about you? Do you know? If you don't have a well-defined brand, you take the risk that your target audiences will make it up for you. And you may not like what they have to say.

Why not take control of your own “brand” and define it so that all target audiences ... internally and externally ... know exactly what it is that brings value to their lives ... if they engage with your organization. (And a tip: your brand is much, much more than your logo!)

In this session, you will learn to define your organization’s:

- Personality: what is the voice, style, and behaviour associated with your organization?
- Value proposition or brand promise: what are you promising your audiences if they engage with you?
- Name: does the name of your organization suit your brand?
- Visual identity: does your logo, colours, fonts ... everything visual ... match your personality and your promise?

Participants will walk away with tried and true processes to define a brand within their own organization.

You Have a Great Brand. How Do You Protect It and Your Reputation?

There is nothing more important than your organization’s brand reputation in the eyes of the public. However, managing and protecting your brand doesn’t happen by accident. It requires planning and a commitment to good policies and practices that maximize opportunities and minimize pitfalls.

This workshop provides skills training and insights into effective brand management, particularly for programs, policies or issues that go public. The workshop is interactive, with exercises and handouts to aid learning.

Working Effectively with the Media

How and what the media publishes, or broadcasts, is important to the success of your organization because the media is a major source of information for people. Media heavily influence public opinion. Knowing how to utilize and manage media well will help you build awareness, understanding and support of your policies, positions and actions.

This media training workshop will take you behind the scenes of the working media, giving you the insight you need to successfully interact with reporters and editors. You will learn how to prepare for and control interviews, so your message gets heard. The workshop is interactive, with group exercises and a takeaway reference guide.

DIY Video Marketing

Research shows video is a powerful marketing tool but non-profit organizations often don’t have the expertise or budget to engage audiences in this way. The keys to overcoming this barrier is knowing what kind of creative content will evoke positive responses and action from clients, funders, politicians and other key stakeholders...and targeting that content correctly.

This interactive workshop provides a step by step guide for how your organization can inexpensively produce your own video then maximize the value and impact – whether it’s a blog, fundraising pitch or event promotion – so it tells the story in the most powerful way possible to your target audiences. Participants will receive a takeaway reference guide full of strategies, tips and techniques.