

Developing new learning audiences

A practical workshop on marketing learning

8 March 2005, The Pavillions of Harrogate, Great Yorkshire Showground, Harrogate, HG2 8PW

Programme

9.30 Arrival and refreshments

10.00 Developing new audiences: the role of marketing

Michelle Wake, Director of Policy and Communications, Campaign for Learning

10.15 Identifying and understanding your learning audience

Michelle Wake, Campaign for Learning

11.00 Refreshments!

11.15 Developing attractive learning opportunities

Michelle Wake, Campaign for Learning

12.00 Getting it out there: effective communication

Louise Dennis, PR Manager, Campaign for Learning

12.45 Warming up the cool to learning

Roy Smith, Director, MRS Consultancy Ltd

13.05 How well did you do?: evaluating your work

Michelle Wake, Campaign for Learning

13.15 Lunch and close



sponsored by



Developing new learning audiences

A practical workshop on marketing learning

8 March 2005, The Pavillions of Harrogate, Great Yorkshire Showground, Harrogate, HG2 8PW

“ There are many lecturers, teachers and administrators out there who wish that more potential learners would cross whatever barrier is holding them back. For them, [the Marketing Learning Book Series] offers good practical advice and renewed enthusiasm”.

TES September 2004

About this workshop

Based on the recently published *Marketing Learning* books, this practical workshop will show you how to apply marketing methods to develop, promote and deliver attractive learning opportunities for your target audiences. It is applicable to all sectors and providers.

The workshop will cover:

- identifying and examining the needs and preferences of the people you want to reach
- developing learning opportunities that work for your audience
- communicating effectively with your target learning audience
- evaluating your work

Delegates will be introduced to the unique *Building learning motivation model* developed by the Campaign for Learning as a practical tool for marketing learning.

The morning will feature a marketing learning case study by MRS Consultancy Ltd. MRS will be also demonstrating the Quicnezee programme designed to 'warm up the cool to learning'. The cool to learning are hard to reach and an innovative approach is used to search out and engage these people. Visit their stand and find out how they are achieving this.

Workshop leader: Michelle Wake, Director of Policy and Communications, Campaign for Learning

Michelle has worked as head of marketing for a FE college and as marketing and business manager at the Institute of Public Relations. At the Campaign, she has conducted numerous research projects aimed at understanding learning attitudes and barriers to learning, and has successfully developed Family Learning Week and Learning at Work Day. She is the author of the recently published *Marketing Learning Series* books.

Who should attend?

The seminar is particularly aimed at those without a marketing background and will be useful if you are:

- involved in the provision of learning at colleges, in the community or the workplace.
- involved in developing strategies for widening participation in learning in local councils or local learning and skills councils.
- involved in developing learning opportunities in organisations such as museums and galleries, libraries and sports and recreation centres.

Cost: £75.00 plus VAT per person

Discounted copies of the *Marketing Learning* books will be available at the workshop. These books are also available from Southgate Publishers www.southgatepublishers.co.uk tel: 01363 776888

Developing new learning audiences

A practical workshop on marketing learning

8 March 2005, The Pavillions of Harrogate, Harrogate, HG2 8PW



Booking Form (or book online at www.campaignforlearning.org.uk)

Title (Mr/Mrs/Ms etc):

Name:

Job Title:

Organisation:

Address:

Postcode:

Tel:

Fax:

Email:

Specific needs and dietary requirements:

Payment Cost: £75 plus VAT (£13.13) Total: £88.13

I have enclosed a cheque payable to the Campaign for Learning

Please invoice me/ Purchase No if applicable _____

For Office Use Only

Total:
Reference:

Address for invoice (if different from above):

Signature:

Print Name:

Date:

No refunds on cancellations one week or before the event. By notification, substitution for persons can be made up to the day of the event. The organisations reserve the right to alter published programmes without notice.

Please keep me informed of the Campaign's work and events on the following subject areas:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Family Learning | <input type="checkbox"/> Learning in the Workplace | <input type="checkbox"/> E-Learning | <input type="checkbox"/> Promoting Learning |
| <input type="checkbox"/> Lifelong Learning | <input type="checkbox"/> Learning in Schools | <input type="checkbox"/> Learning in Prisons | <input type="checkbox"/> Learning Policy |
| <input type="checkbox"/> Disaffected Learners | <input type="checkbox"/> Social Inclusion | <input type="checkbox"/> Neighbourhood Renewal | <input type="checkbox"/> Learning to Learn |

We will not use your contact details to send unsolicited marketing material for any purpose except that specified above, or pass your details on to third parties.

Please post, fax or email this form to:

Rebecca Goodbourn, Campaign for Learning, 19 Buckingham Street, London, WC2N 6EF

FAX: 020 7930 1551 Direct Tel: 020 7766 0018

Main Tel: 020 7930 1111

Email: goodbourn@cfllearning.org.uk