

MASTER CLASS IN MARKETING FOR SOCIAL ENTERPRISES IN THE NORTH WEST.

START JANUARY 2010 - SO GET YOUR SKATES ON!

5th January- Gateway Theatre Warrington WA1 1SR

8th January – St Augustine’s Avenham Centre Preston PR1 3YJ



Trainer Alistair Clarke has presented media training seminars for more than 15 years, mainly to public sector bodies - like health trusts and senior investigating police officers - but also major private clients including management at Tesco, Knight Frank and MPs.

Alistair, who passed Train the Trainer with distinction, regularly, undertakes training for national training agencies and for public bodies at chief officer level.

Alistair has first-hand knowledge of the sector as a director of a social enterprise, Tick the Publicity Box cic and also a director of the Social Enterprise Lancashire Network, Selnet.

- The key to successful marketing is to have a clear message and a good understanding of your target audience, then consider how to reach your audience.
- Proposed strategies would include all range of marketing initiatives from leaflets and flyers through press releases and advertising - and how to arrange reciprocal strategic alliances.
- Delegates will be encouraged to bring along any printed material from their firm together with their business/marketing plan.

Seminars will be followed up by Action Learning Sets to aid implementation of the information gained from the Master Class.

To book, <http://marketingmasterclasswarrington.eventbrite.com>
<http://marketingmasterclasspreston.eventbrite.com>

contact Collette.Morris@senw.org.uk
telephone 0151 237 3986 or www.senw.org.uk