

**Booking Form**

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| **Name:**  |  |
| **Organisation:** |  |
| **e-mail :** |  |
| **Tel No:** |  |
| **Address:** |  |

Please tick the following workshops that you would like to attend:

|  |  |  |  |
| --- | --- | --- | --- |
| **Workshop & date**  | **Room & time**  | **Facilitator**  |  |
| Wednesday 5th October Finance / Financial management C1 **Finding the funding**  | Conference room B 1400 – 1700  | Uday Thakkar  |  |
| Friday 21st October Sales & Marketing D2 **Developing compelling customer value propositions – why should they buy?**  | Conference room B1000 – 1300  | Uday Thakkar  |  |
| Wednesday 2nd November Grounding the Dream A4 **Preparing a Business Plan that’s workable**  | Conference room A 1400 – 1700 | Uday Thakkar |  |
| Friday 4th November You as an Entrepreneur B3 **Influencing people to get results**  | Conference room C 0930 – 1230  | Penny Daly  |  |
| Monday 14th November Sales & Marketing D4 **Foundations of marketing strategy** | Conference room A 1000 - 1300 | Robert Foster  |  |
| Monday 28th November Strategy & Change E7 **Impact & Evaluation – knowing if you’ve made a difference**  | Conference room A 1000 - 1300  | Martin Cooper  |  |
| Thursday 8th December Leadership & Management Skills F3 **Building & managing an effective team**  | Conference room A 1000 – 1300  | Penny Daly  |  |

 **Master Classes:**£35 + VAT a master class. Every 5 master classes purchased allows you a further master class for free.

Please return the booking form to **anna@redochre.org.uk** to confirm your place and to receive an invoice.

**Terms and conditions apply. See below:**

***Payments Policy***:

Payment for the workshop must be received in full at least **2** working days before the date of the workshop.
A surcharge of 10% will be payable for after that.
If you have booked a place for the workshop and do not attend and have not paid beforehand you will be invoiced for the **full** amount due.

***Cancellation Terms:***

A full refund will be made if notified up to **7** working days before the date of the workshop. You will be entitled to a 50% refund if we are notified at least 2 working days before the date of the workshop. There will be **no** refund after that date.

Please acknowledge that you have read and understood the payment terms and cancellation policy set out above. Your booking for the workshop will only be confirmed once we have received this acknowledgement.

**Workshop descriptions:**

**Finding the funding**

This is a workshop that will assist you in defining what funding you need and why. It will then help you create a strategy to optimize your success in getting the cash you need. It will look at various types of finance and funding including investment.

**The workshop will work through the following areas:**

What are the different funding and finance options? What is appropriate for you now and thinking about longer term requirements? Who can you approach? Ensuring the best match, anticipating a funders demands, managing the relationship, creating a winning culture and counting the cost.

The workshop is practical, interactive and will allow you to tailor the information to your own circumstances.

The workshop for anyone new to raising finance or anyone looking to refresh their fundraising/ finance raising skills.

**Developing compelling customer value propositions – why should they buy?**

*TBC*

**Preparing a Business Plan that’s workable**

A practical business plan is like a good guide book. It tells you how to get to where you want to go; how to prepare for the journey; what resources you need and the challenges you might face and how best to overcome them.

This workshop is going to challenge your vision, your competencies and assumptions to help you create your own guide book. One that you can turn to again and again and also one that you can share with your team.

Starting with defining your business model the workshop assists you in creating a practical strategy. The strategy will help you outline what steps and actions you need to take over a defined timeline. This will also allow you to understand the challenges and resources you will need.

At the end of the workshop you will have created a framework to complete a business plan for yourself along with guidelines as to how you create a financial forecast that will support your business plan.

A good business plan has multiple uses not least in helping you raise funds and finance and to be able to clearly articulate your value to your stakeholders and supporters.

The workshop aims at being interactive and practical and one that allows you to tailor the information for your own requirements.

The workshop is ideal for anyone starting to think about a business plan either if they are new to it or because your enterprise requires a rethink in strategy and planning.

**Influencing people to get results**

*TBC*

**Foundations of marketing strategy**

A sound marketing strategy is a great starting point for any ambitious enterprise. Any organisation that can understand, quantify and communicate the value it brings to its clients will have an advantage over its competitors.

This interactive course uses a number of exercises and action learning activities designed to expose participants to practical tools and help them deliver effective marketing for their organisations.

This course will cover definitions and basic concepts such as strategy and implementation, marketing as a process, defining your quality and benefit, customer profiling and understanding and talking to your audience.

**Who should attend?**

Members of the senior management team with a marketing remit, operational staff undertaking marketing communications work, any member of staff with an externally facing role.

**By the end of this course, participants will:**

* Understand the difference between marketing strategy and marketing implementation.
* Have an understanding of marketing as a management process.
* Be able to quantify and communicate the value you bring to your clients.
* Have a draft marketing strategy and a marketing plan.

**Impact & Evaluation – knowing if you’ve made a difference**

All organisations will likely need to understand and measure their performance and for many that will mean more than profit. How can you measure what matters to you and your people, so that you can improve it?

In this workshop we will consider three steps that any individual or organisation can use and at any level of expertise to get to the heart of your organisation’s impact.

**Who should attend?**

Anyone interested in understanding the work they are doing and their organisation’s impact. Including founders and CEOs, members of the senior management team with a performance remit, operational staff with a performance remit.

**By the end of this course, participants will:**

* Gain a better understanding of what impact means for you and your organisation.
* Leave with a three stage plan to guide your impact work.
* Run though practical impact exercises and methods.
* Identify one or two of the most important things for you to measure.
* Have options in how to then go out and measure them.
* Be better able to answer the questions, who do I need to tell, what do I need to tell them and in what form do they need to know it?

Come to this workshop and improve your impact leadership and impact attitude as well as your impact measurement.

**Building & managing an effective team**

*TBC*