

# INSPIRING TRAINING WORKSHOPS

## **Strategic Content Marketing Excellence**

½ or 1 or 2 days or webinar / e-learning series

Built around our proprietary 9-step framework for success, this workshop puts the focus firmly on determining strategic intent before embarking upon better content creation and distribution.

## **Self-Disruption for Business and Career Survival**

1-day or e-learning modules

A new programme exploring the shifting business landscape and opportunities for reinvention through self-disruption. Companies and employees who embrace the new reality that nothing lasts forever in a digital world see fresh potential for business and career growth everywhere. This workshop presents the compelling case for change and begins the process of identifying personal and organisational self-disruption paths to success.

## **Content Creation Excellence**

1 or 2 days or phased training modules

Knowing how to create better, more persuasive and impactful content is central to tomorrow's content marketing success. This masterclass helps business communicators like marketing and PR professionals cut through the clutter in increasingly crowded markets. The workshop is focussed around the key principles of better content creation and distribution, with deeper consideration given to specific skill areas (e.g. social media, copywriting etc.) where required.

## **Understanding and #Winning with Gen Z Workshop**

½ or 1-day

An interactive deep-dive into the fascinating perspectives and outlooks that are shaping Generation Z. We explore tactics for more credible brand positioning, more impactful communications and being purpose-driven to increase your credibility with this crucial audience.

## **Social Media Across the Enterprise**

1-day or webinar

With free, organic reach on social networks now close to zero for many business pages, it's time for a fresh, more enlightened approach to communicating through popular platforms like Facebook and LinkedIn. This workshop explores how organisations can empower a wider pool of employees and stakeholders in social media communications and looks at the power of positive social media policies, distributed control, and the culture shifts needed to thrive in Business 2.0.

## **B2B Social Selling to Win New and Existing Clients**

1-day or webinar/e-learning series

Efficiently leveraging the power of Social Selling is now essential for the retention of existing clients as well as attracting and nurturing new prospects. This programme teaches Social Selling from the ground up and covers core principles, tips and tricks for better results, and guided exercises to help sales and marketing teams develop their strategy and achieve commercial goals.

## **Digital Marketing Masterclass/Workshop**

1, 2, or 3 days

Our comprehensive 'A to Z' journey through the most effective digital marketing techniques available today. Packed with tips and insights to unlock greater commercial impact.

## **Pimp my Comms – The Secret Art of Highly Persuasive Communications**

1, 2, or 3 days or webinar series

This masterclass helps sales and marketing professionals develop highly persuasive communications to maximise engagement and sales results from their target audiences. The principles taught are rooted in proven techniques from behavioural economics and psychology, and then applied through a series of fun, interactive exercises. Where appropriate, we work with each client's existing marketing materials and "pimp them up" to dramatically improve their persuasive power and the resulting campaign results.

## **Presenting with Impact**

1, 2, or 3 days interactive workshop

This hands-on interactive workshop helps business professionals create more impactful talks and presentations that will delight their audiences. Tailormade to support each company's specific communication needs, the programme covers a broad range of topics including idea mapping, story flow design, tips for turbo-charging PowerPoint, and the role of photography, graphical elements, scripting, rehearsing and storytelling for impactful delivery.

## **Creating Breath-Taking Presentations with PowerPoint**

1 or 2 days hands-on

Put an end to 'Death by PowerPoint' with expert tips and hands-on support to help you create more impactful, enjoyable, and visually-stunning presentations.

## **Social Media Marketing Strategy**

1 or 2 days or webinars / e-learning series

A 'warts and all' examination of the opportunities and potential pitfalls of social media marketing through leading social networks. We also provide deep dive workshops of ½ or 1-day duration for leading platforms including Twitter, LinkedIn and Facebook/Instagram. These are also available for webinar delivery or via e-learning platforms.

## **Social Selling for Agency Business Development**

½ or 1-day or webinar / e-learning

A power-up session to help agencies and consultants identify and leverage viable prospects via online connections, and smart content strategies for nurturing them into qualified prospects for business development.

## **Digital Success for Agency Account Managers**

½ or 1-day or webinar / e-learning

Upskilling for marketing and advertising agencies looking to give their clients an edge in our fast-changing digital world.

We've helped many organisations seize the opportunities of our digital age. How can we help you?

