

Parenting Fund: Communication and Promotion of Services Workshop

What is the workshop about?

You may have a great service but if nobody knows about it you risk not reaching the right people! By using marketing tools to communicate and promote your services you will be able to reach those who need to hear about you, whether it is the people that could benefit from your services and the organisations who may fund you.

What will I get out of the workshop?

Participants will be given the opportunity to develop or review their marketing strategy and are encouraged to bring along any existing materials from their organisation that they would like to review.

Workshop participants will leave the day with an overview of what marketing is, and will have made progress with their own marketing strategies.

Workshop participants will also be more informed to consider the type of tailored support they would like to receive from the Parenting Fund in the future.

Please note that this workshop is aimed at Chief Executives and any staff involved in marketing and communications activities.

What aspects will be covered?

The workshop will include:

- An overview of marketing
- Developing a marketing strategy
- Communication, including website messages
- Branding
- Promotional messages - annual reports, leaflets and other promotional materials

Registration and queries

The Communication and Promotion of Services workshop dates are:

- Wednesday 3 March 2010 in London
- Tuesday 20 April 2010 in South Shields

To register for a place please email your name, organisation name and contact details to:
parentingfund@uk.pwc.com

Please feel free to call the Parenting Fund helpline with any queries you may have: 020 7213 4349