

MARKETING COURSES

AN INTRODUCTION TO INTERNET MARKETING

An interactive course that enables participants to gain a greater understanding of the potential of online marketing and, particularly, what lessons can be learned from existing sites.

SUITABLE FOR:

Marketing, circulation, publishing and editorial teams at every level. No technical expertise required.

COURSE CONTENT:

- > how does marketing on the internet differ from other media?
- > case studies of publishers using the web – both profitably and unsuccessfully
- > search engine optimisation – how Google is changing the marketing roadmap
- > email marketing – how to build and exploit an email database
- > global reach – getting the message in front of a global audience
- > performance indicators – how to prove that a campaign is effective and measurable
- > the internet is (largely) free. Find out how brands can exploit it
- > how to increase online subscription sales
- > using digital magazines and downloadable samplers
- > using the power of communities to widen messages

DATES:	30 MARCH, 20 AUGUST
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	JOHN WEIR
MEMBER PRICE:	£455 + VAT
NON-MEMBER PRICE:	£505 + VAT

DIGITAL MARKETING NEW

Using discussion, analysis and practical hands-on sessions, delegates will discover how to develop and maintain their drive to site and digital marketing activity, considering content, pace, formats, tactics, messaging planning, budget and commissions.

SUITABLE FOR:

Publishers and editors who are responsible for promoting their website, publication or company online. The course provides an overview of the various techniques in digital marketing, how they align to offline marketing, and the mechanisms for measurement and optimisation.

COURSE CONTENT:

- > working with search (Pay Per Click)
- > working with search (SEO)
- > display advertising
- > where email fits in
- > how online PR operates
- > understanding metrics
- > dealing with technologies and jargon
- > devising a digital campaign
- > integrating with above-the-line/offline
- > measurement and optimisation

DATES:	5 FEBRUARY, 4 JUNE, 10 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	TOBY GOLDBLATT
MEMBER PRICE:	£475 + VAT
NON-MEMBER PRICE:	£525 + VAT

INTRODUCTION TO SEARCH MARKETING

The course will enable delegates to have a better understanding of how search is evolving, and how they can use its reach to drive traffic, revenue and subscriptions.

SUITABLE FOR:

Marketing professionals, senior circulation professionals, online executives and publishing decision makers.

COURSE CONTENT:

- > how search engines work – and improving the brand's visibility
- > different revenue models – how they work and how to use them
- > improving visitor numbers with website optimisation and promotion
- > researching competitors to get ahead of the game
- > how search is evolving – and how to take advantage
- > understanding business models such as social networking
- > how the video sharing boom will affect magazine marketing
- > using keywords, AdWords and site optimisation
- > how to look for and combat click fraud
- > how to move site(s) up the rankings

DATES:	4 FEBRUARY, 4 AUGUST
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	JOHN WEIR
MEMBER PRICE:	£455 + VAT
NON-MEMBER PRICE:	£505 + VAT

MARKETING PLANNING FOR PUBLISHING

This intensive one-day workshop will examine the practical problems publishers face and provide structures, tools and tips that will make their marketing planning and activities more effective.

SUITABLE FOR:

Publishers and marketers responsible for implementing a business strategy and seeking to improve the return on their marketing investment.

COURSE CONTENT:

- > the purpose of marketing planning – building competitive advantage
- > how to set marketing objectives
- > practical research methods to help segment markets
- > the basis of segmentation and positioning to embed competitive advantage
- > building an integrated offer from the mix
- > using metrics to improve future marketing activity and return on investment

DATES:	30 JANUARY, 23 JUNE
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ANGELA HATTON
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

DEVELOPING CUSTOMER AND COMPETITOR INSIGHT

This is a 'how to' programme that will equip participants with the tools and techniques they need to inform their own future business plans in a more effective way.

SUITABLE FOR:

Any marketer or publisher with responsibility for planning who needs to forecast changes in customer needs.

COURSE CONTENT:

- > how to consider the key elements that drive the dynamics of markets
- > identifying our closest competitors and considering how to build and maintain competitor response profiles and establish competitor watchers
- > reviewing theory and practice and interpreting data from, for example, market maps, Porter's Five Forces, spidergrams, positioning maps and a range of consumer behaviour models
- > identifying practical approaches and methods of developing insight – from mystery shopping to game theory
- > identifying and assessing tools and techniques for forecasting market changes

DATES:	23 FEBRUARY, 20 JULY
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ANGELA HATTON
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

MEASURING THE EFFECTIVENESS OF MARKETING

With increased pressure on budgets, delegates take an in-depth look at how and why marketing numbers matter. From building an objective cascade to identifying ways of measuring the impact of activities, this programme provides the insight that enables a continuous improvement in marketing activities.

SUITABLE FOR:

Managers responsible for allocating or reporting on marketing spend and activities.

COURSE CONTENT:

- > why measurement matters
- > a short history of marketing's approach to measurement
- > measurement starts with SMART objectives – building the objective cascade
- > review of alternative approaches to measuring
- > return on marketing investment
- > customer/reader satisfaction
- > communication and campaign effectiveness
- > profitability by segment or product
- > identifying the problems and barriers to better measurement
- > discussion of innovative approaches to measurement

DATES:	29 JANUARY, 22 JUNE
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ANGELA HATTON
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

INTRODUCING INTERNATIONAL MARKETING

This intensive workshop provides delegates with the opportunity to consider different international strategies and their implications on tactical marketing decisions. It will cover issues such as language and distribution through to the challenges of pricing and promotion.

SUITABLE FOR:

Circulation professionals whose titles have, or would like to have, international sales and who need to modify marketing activities for other countries.

COURSE CONTENT:

- > overview of UK and international markets – what is the same and what is different
- > examination of segmentation options internationally
- > ethnocentric strategy – building sales to targeted segments
- > polycentric strategies – why international environments demand modification of the marketing mix
- > geocentric option – the global title and its implications
- > identifying how UK managers can research international environments
- > using a decision framework to assess the feasibility of an international opportunity
- > a template for developing an international strategy

DATES:	24 FEBRUARY, 21 JULY
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ANGELA HATTON
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

THE SECRETS OF SUCCESSFUL EMAIL COPYWRITING NEW

Delegates will learn how to create emails that get delivered, opened, read and acted upon. This intensive one-day course will cover creative and copy approaches certain to deliver results across a variety of marketing tasks. Delegates will have the option to present recent email campaigns for comment, as well as to flex their creative muscles on focused writing assignments.

SUITABLE FOR:

Marketing managers and executives who are responsible for writing, briefing and evaluating email campaigns.

COURSE CONTENT:

- > identifying target readers
- > how to craft the 'from' and 'subject' lines
- > designing for the preview pane
- > killer headlines and opening gambits
- > structuring an effective and logical message
- > what we need to know about email rendering
- > smart ways to outfox the spam filter
- > the call to action – don't leave it to last
- > text, HTML, Multi-Part – format considerations for campaigns
- > using click-stream to drive segmentation
- > why smart marketers are moving to automated messaging

DATES:	15 APRIL, 29 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	JENNIFER MENTEN
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

MARKETING COURSES

NEGOTIATING THE REGULATION MINEFIELD: TIPS FOR MARKETERS

The course will help delegates to plan and manage campaigns using mail, telephone, fax, email and SMS. This programme will lead delegates through the requirements of the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003.

SUITABLE FOR:

Publishers, agencies and managers responsible for circulation and subscriptions and those involved in the collection and management of subscriber and other personal data. The course is particularly relevant for those involved in strategy, planning and implementation of e-marketing campaigns.

COURSE CONTENT:

- > data protection. Why bother!
- > how to gain confidence in the core elements of the Data Protection Act 1998
- > learning how to write great privacy policies
- > telephone and fax marketing rules
- > how to have a positive impact on marketing strategy by understanding the new opt-in laws for email marketing
- > how to attempt 'guru status' in the Privacy and Electronic Communications (EC Directive) Regulations 2003! Sorting opt-ins from opt-outs
- > how to manage the new 'soft opt-in' and the differences between business-to-business and business-to-consumer marketing
- > seeing how industry codes of practice influence our marketing tactics/strategies

DATES:	23 JUNE , 25 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DUNCAN SMITH
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

“A good introductory course with excellent tips.”

Eric Bonham, CDS Global,
An introduction to internet marketing

Looking for the perfect publishing person? At PPA Jobs we help companies recruit the best in the business.

We offer advertisers:

- > a broad range of candidates from graduate seekers to industry professionals
- > clear job search technology to help candidates find what's on offer
- > the ability to easily refresh, update and exchange vacancies as required
- > full online support: a dedicated sales team helps companies find the best way to fill a vacancy
- > maximum exposure: each job stays online for a month, offering a consistent period of exposure

We offer candidates:

- > an up-to-date search engine to find the right magazine and business media job
- > email job alerts or RSS feeds about new vacancies
- > the ability to browse for jobs across a variety of industry disciplines and sectors
- > the ability to save CVs on the site and then track applications to featured employers

For information about advertising on PPA Jobs, please contact: sales.ppajobs@haymarket.com
Tel: 020 8267 8268

ppajobs.co.uk 

COURSE LEADERS

Charles Arthur

Charles is business development director of Alliance Media Services, a publishing services company specialising in circulation consultancy, database marketing and subscription fulfilment. Previously, Charles ran his own UK based circulation marketing and training business, Artorius Consulting, for seven years. He has also been an executive director at Miller Freeman Direct.

Debbie Bowman

Debbie is an experienced advertisement sales director who has managed large sales teams in both the national newspaper and consumer magazine market.

Wendy Bristow

Wendy has been a journalist on consumer titles for over 20 years as well as launch editor of *more!* and deputy editor of *Company* and *Cosmopolitan*. She is also a trained coach specialising in working with writers and editorial people.

Lynda Burgess

Lynda has 17 years of publishing experience including 12 years online. She has worked as both editor and publisher on both online and offline products. Lynda was group online editor at Future Publishing and also worked with RBI to help integrate their online and offline strategy.

Chantal Burns

Chantal has a wealth of experience in media sales and management, having worked at some of the UK's leading publishing companies, managing high performance teams in press and digital. She launched a training and coaching consultancy eight years ago. A qualified performance coach and facilitator, Chantal specialises in digital sales, personal effectiveness and communications skills training.

Scott Carson

Scott is a director of sales consultancy Kiss the Fish and a qualified CEDR (Centre for Effective Dispute Resolution) mediator. He has worked with the Police specialising in re-engaging with teenagers with SEBD (Social and Emotional Behaviour Difficulties). He now works with HR professionals and managers in the areas of conflict prevention and resolution.

Peter Dear

Until 2000, Peter was deputy chief executive of PPA with a wide portfolio of magazine industry and publishing responsibilities. He has been involved with many training initiatives and has developed and run a varied range of successful courses.

Richard Dennys

Richard is an online entrepreneur and public speaker with a track record in online sales and marketing. He built up a business with annual sales of over £3m on a marketing spend of under £50,000 per year in under three years. He now offers his insights and skills to media owners through PPA.

John Dyson

John started reporting for national dailies then turned freelance. For 40 years he has written technical, investigative and adventure stories all over the world mainly for *Reader's Digest*. Recent assignments include Chernobyl and Soweto. He has also written a number of TV documentaries and 22 books.

Annemarie Flanagan

Annemarie is a journalist with 20 years' experience. Previously a reporter and producer for BBC radio and television, she now writes features for magazines and newspapers with clients including *The Guardian*, *Daily Telegraph*, *Daily Express* and *Sunday Express*. She is an experienced freelance media trainer.

Catherine Flintoff

Catherine has over a decade's experience in media sales management. She has led successful teams across several media platforms including publishing, internet, radio and interactive TV. In 2002 she launched Mascot, a management and sales training consultancy. She holds the CIPD (Chartered Institute of Personnel Management) Certificate in Training Practice.

Toby Goldblatt

Toby is a digital consultant and company director with over 15 years of experience. He works with a number of UK and international clients developing their digital business approaches. Clients have included Barclays, Christian Aid, Modem Media, HP, IBM, BT, and UBS.

Terry Grimwood

Terry's varied career in magazine publishing has included eight years as marketing director of Seymour Distribution and publisher of market-leading titles such as *Computer Shopper*. He also runs a successful research company and publishing consultancy.

Angela Hatton

Angela is a specialist in strategic and operational marketing. Her current publishing sector client base includes IPC Media and Telegraph Media. Two of her books *Definitive Guide to Marketing Planning* and *Definitive Business Pitch* are available in several languages worldwide.

Caroline Hiller

Caroline has worked in magazine publishing for over 25 years. Her career includes seven years as publishing director for Haymarket Publishing. She has more than 10 years' experience as a trainer and is an assessor on PPA's Diploma in Publishing.

Jocelyn Hughes

Having enjoyed a successful career in training management within blue chip organisations, Jocelyn began working as a freelance consultant in 1998. Jocelyn has over 20 years of experience and 14 years as a soft skills trainer in these environments.

Mary Langan

Mary is a highly experienced advertising sales director. Her career spans business and professional, customer and consumer magazines. She has managed large sales teams across classified, display, creative solutions and digital.

Lynette Lowthian

Lynette is a working journalist with more than 20 years' experience. She is publishing editor of the family life magazine, *Right Start*. She has worked as a trainer for more than 10 years. Clients have included Redwood, Hachette Filipacchi, Quantum, Redactive, Informa and The Institute of Physics.

Rob Lowthian

Rob is a through-the-line copywriter with 17 years' experience at Lowe Broadway writing business and consumer ads for press, radio, direct mail, promotions and more.

Brendan Martin

Brendan is a freelance journalist and journalism trainer, contributing to a wide range of newspapers and magazines. He has worked for *The Times*, *Daily Express*, *Sunday Mirror*, *Music Week*, *Computer Weekly*, *Woman's Own* and the Irish Independent Group.

David Mascord

David has more than 15 years' experience in journalism working as a reporter, feature writer, sub-editor and editor on monthly and weekly business and consumer magazines. He spent four years as editorial training manager at Reed Business Information.

Richard Masters

Richard specialises in delivering management and leadership development programmes, including corporate strategy development. He has 27 years' experience in the financial services sector at all levels from retail branch to corporate banking with HBOS. Richard is also a master practitioner for NLP.

Karen May

Karen has been a magazine journalist for more than 20 years and has been editor of five business and consumer magazines. Since 1997, she has been a freelance editor, copywriter and trainer for a range of clients including IPC Magazines, Future, Telegraph Media and BBC Magazines.

Julian Mayers

Julian has been producing radio programmes for the BBC for over 13 years. In 2005 he and Laurence Lennard, also ex-BBC TV, created yada-yada productions. They now offer video and audio production and training.

Kevin McCormick

Kevin runs ascallen, a consultancy that works with UK and international publishers on circulation and total audience strategy. His previous roles included European circulation and marketing director at Rodale and circulation director at IPC Media.

Darren McGrath

Darren started his career as a graduate trainee at Haymarket Business Publications. Darren now runs a leading independent training consultancy that specialises in delivering bespoke training services for the publishing and events markets.

Jennifer Menten

Jennifer is a direct marketing copywriter and creative consultant specialising in subscription marketing. Trained in New York, she has won more than 25 creative awards and worked with magazine clients on both sides of the pond. These include: Condé Nast, National Magazine Company and BBC Worldwide.

Christine Michael

Christine has been a magazine journalist for over 25 years and has edited six titles in business and consumer markets. In 2008 she launched *Sweet Magazine*, a newsstand health title for an independent publisher, which she edits as well as writing and training.

Andrew Milbourn

Andrew is CEO of sales consultancy Kiss the Fish. He has worked across many industries including fmcg, packaging, cars, retail and media. He was Future's first advertisement sales director and has created a unique value-centred approach to selling magazines.

Nick Molden

Nick has more than 10 years' experience in magazine publishing and runs Oxford Indices, a specialist firm that optimises the magazine supply chain for publishers and retailers. He has previously worked at Haymarket Publishing and United Business Media.

James Morrison

James has been a journalist for more than 14 years and is a freelance feature writer and journalism trainer. He has worked for the *Press Association*, *Daily Mail* and the *Independent on Sunday*. He is now a senior lecturer in writing, public affairs and politics and media management at Kingston University and recently finished work on the new NCTJ core textbook for public affairs for Oxford University Press.

David Nutt

David has over 30 years' intensive subscription marketing experience in organisations such as Consumers' Association and Stonehart Publications. He now runs his own specialist marketing consultancy, handling subscription marketing assignments for a variety of magazine, newsletter and journal publishers – from *Time Out* to *Training Journal*.

Karen and Martin Price

Karen and Martin are partners in KMP Training and Consultancy, a major provider of management training for clients in magazines, newspaper and radio.

Debra Sharron

Debra was an IPC graduate trainee who became an ad manager before joining the National Magazine Company as corporate promotions director. She now runs an independent media sales training consultancy while still managing a number of sales and promotions projects.

Ingrid Shields

Ingrid has been an editorial designer for over 12 years and is a freelance editorial design consultant and trainer. After her role as Group Art Director for FT Business magazines, she joined Belknap + Co, an award winning editorial design consultancy. She now specialises in concepts, design development and launches.

Duncan Smith

Duncan is a director of iCompli Ltd and a trainer on information law and privacy. iCompli specialises in delivering compliance solutions in the arena of information law, privacy and corporate social responsibility. He is an experienced speaker and motivator and delivers solutions to a wide cross section of UK industries.

Sally Stanley

Sally started her career in media sales in 1978 with Haymarket Publishing. Having spent seven years with a media training company, she now runs her own sales training consultancy.

Paul Streeter

Paul established his own training consultancy in 1989, specialising in the areas of professional sales and people management. Before that, he worked in the City, including three years as the management training advisor for a publishing organisation and four years as the training manager for a leasing company. To date, he has worked with 60 organisations, on a national and international level. He is a member of the Chartered Institute of Personnel Development.

Kathy Watson

Kathy is senior lecturer in journalism at the University of Greenwich and a business journalism trainer of long-standing. She has written for a wide range of business publications in various senior roles for more than two decades.

John Weir

John has been a successful publisher of both magazines and websites. For five years, he led the Technology and Internet strategy at Future where he launched more than 25 magazines and websites, including *Internet Works*, *Digital Camera Magazine* and *Microsoft Windows XP – The Official Magazine*. He is now a consultant for magazine and newspaper publishers.

Margaret Whiteford

Margaret has worked with a number of international magazine publishers for the last 20 years in a variety of marketing services and consulting assignments. In 2006 she created The Ignite Partnership and currently works as a coach and mentor, combining her business experiences with the management and leadership development skills of partner Richard Masters.

Colin Willsher

Colin has been a trainer for over 30 years and currently specialises in management, leadership and sales and marketing areas. His experience in the publishing industry covers regional newspapers, business and consumer publications, customer magazines, directories and the web. His responsibilities have included various roles in advertisement sales, newspaper sales, subscription sales, sales management, general management and marketing.

Brian Wiseman

Brian's career has been in marketing communications, with an emphasis on exhibitions. In his 35 years in the industry, he has launched magazines and exhibitions including *FHM* in 1983, a fashion exhibition for Blenheim in 1990 and the record-breaking *Erotica* in 1997. He is now a consultant.