

MEDIA SALES COURSES

UNDERSTANDING THE MAGAZINE MEDIUM

Delegates will learn how to demonstrate the magic of magazines and explain why magazines represent a unique advertising medium, how they compare to other media and why the magazine reader relationship is critical to the way advertising opportunities are sold.

SUITABLE FOR:

Media sales executives who are new to publishing and who are selling magazine advertising for the first time.

COURSE CONTENT:

- > the size of the UK magazine business – how the market is developing in the UK
- > magazines as part of the media mix – SWOT assessment v other media
- > the power of magazines – the strength of the reader's relationship with their magazine
- > the role of advertising in magazines
- > why clients use advertising and why they buy space in magazines
- > the publishing process – an overview of editorial, marketing, subs, production and research
- > how magazine advertising is bought and sold compared to other media

DATES:	20 JANUARY, 20 JULY
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

PART OF THE PPA CERTIFICATE IN MEDIA SALES. SEE PAGE 45.

EFFECTIVE TELEPHONE SALES

The day will give delegates the confidence to call clients and agencies and sell their publication, having understood the client's needs and what they can offer.

SUITABLE FOR:

Sales executives new to media sales and who are looking for effective skills and techniques in telephone selling.

COURSE CONTENT:

- > before the call – how to prepare
- > starting the call
- > finding out the customers' needs
- > effective listening
- > selling the benefits of the product
- > handling resistance
- > gaining commitment – getting the business
- > using voice and positive language

DATES:	16 FEBRUARY, 8 APRIL, 16 JULY, 23 SEPTEMBER, 20 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	SALLY STANLEY
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

AN INTRODUCTION TO SELLING: HOW TO HIT THE GROUND RUNNING

Delegates will acquire the basic skills needed to start selling advertising for the first time through a mixture of modern theory and practical role-plays.

SUITABLE FOR:

Delegates will acquire the basic skills needed to start selling advertising for the first time through a mixture of modern theory and practical role-plays.

COURSE CONTENT:

- > how to structure a sales call – an easy-to-follow model
- > pre-call preparation – know what needs to be done before picking up the phone
- > how to sound and feel like a true sales professional
- > setting clear objectives and planning the call
- > communication skills – understanding different styles and adapting styles to match the client
- > asking questions and using different techniques
- > the art of active listening and building good relationships over the phone
- > handling objections and selling the benefits – matching the clients' needs, summarising and closing
- > sourcing leads as a route to revenue

DATES:	5/6 FEBRUARY, 18/19 AUGUST
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£830 + VAT
NON-MEMBER PRICE:	£915 + VAT

PART OF THE PPA CERTIFICATE IN MEDIA SALES. SEE PAGE 45.

SELLING ADVERTISING IN CUSTOMER MAGAZINES

This practical course will give delegates a real understanding of the customer magazines proposition and of how to sell the benefits of their audience to clients.

SUITABLE FOR:

Sales executives who are new to customer publishing and who have had a minimum of three months' sales experience.

COURSE CONTENT:

- > the rise of customer magazines – what are the special ad solutions they offer?
- > the role of advertising in customer magazines
- > how to target clients that may want to reach the delegate's audience
- > understanding the relationship between the parent brand and readers
- > how to adapt an approach and pitch effectively for business
- > identifying primary and secondary clients and building a strategy for each
- > how to work effectively with clients by fully understanding their needs
- > maintaining regular communication with the client to inspire mutual trust

DATES:	13 FEBRUARY
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

SELLING THE BENEFITS

Delegates will consider the sale from the client's point of view and learn how to sell the appropriate benefits of their title, brand or specific feature, more effectively.

SUITABLE FOR:

Sales executives with up to six months' experience who are ready to fine tune their sales skills.

COURSE CONTENT:

- > where benefit selling fits within the whole sales process
- > the importance of presenting the benefits to clients and not just the features
- > understanding business from the point of view of the client
- > features, advantages and benefits – understand the meaning of each term
- > developing a grid for all the opportunities available
- > tailoring specific benefits to meet the clients' needs
- > summarising and paraphrasing along the way
- > selling the benefits with a view to closing the sale

DATES:	24 FEBRUARY, 21 AUGUST
COURSE TIMINGS:	09.30 – 13.30
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£315 + VAT
NON-MEMBER PRICE:	£350 + VAT

MOVING FROM SELLING CLASSIFIED TO SELLING DISPLAY

Delegates will learn why clients choose display advertising to promote their products, services or brands and then construct a sales argument to persuade a client to buy.

SUITABLE FOR:

This course is for executives who have sold classified advertising and are moving into selling display advertising for the first time.

COURSE CONTENT:

- > understand the differences between classified and display advertising
- > the power and influence of display advertising in magazines
- > what do clients and agencies expect from display sales executives?
- > front half v back half sites – should there ever be a premium?
- > the influence of editorial content on the effectiveness of display advertising
- > how to construct an argument to persuade clients to buy, particularly when there is no response mechanism and therefore no tangible measure of success

DATES:	11 JUNE, 13 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

INCREASING YOUR SALES EFFECTIVENESS

The day will concentrate on building business through a consultative approach. Understanding marketing objectives will ensure they are selling the full range of platforms the company offers. Building relationships with clients and agencies will also be emphasised.

SUITABLE FOR:

Sales executives with more than nine months' experience who wish to optimise their business from clients and agencies.

COURSE CONTENT:

- > the decision-making chain
- > stages of the buyer/seller relationship
- > strategy and objectives of the clients' business
- > planning the sales effort
- > information gathering
- > building effective sales solutions
- > personality types and how to deal with them
- > putting it all into practice

DATES:	20 MAY, 15 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	SALLY STANLEY
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

CLOSING THE SALE

By the end of this course delegates will be confident that they can identify buying signals and close the sale with more confidence. Through productive follow-up they will learn to enhance their relationships with clients over time.

SUITABLE FOR:

Sales executives with up to nine months' experience who want to develop their closing skills and support the sale effectively.

COURSE CONTENT:

- > understanding where closing fits within the whole sales process
- > the ABC of closing – is it realistic?
- > summarising throughout the call and gaining agreement
- > how to identify buying signals and act on them
- > understand the different kinds of closing questions
- > managing client relationships through an integrated communications strategy
- > email – friend or foe
- > how to structure a sales letter and when to use a sales letter as a communication tool

DATES:	24 APRIL, 20 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

PART OF THE PPA CERTIFICATE IN MEDIA SALES. SEE PAGE 45.

MEDIA SALES COURSES

SELLING A SERIES NEW

Starting each issue of a magazine with few or no bookings is disheartening. Delegates attending this course will learn how to sell more clients into a series of advertisements to increase forward bookings.

SUITABLE FOR:

Sales executives needing to increase series bookings.

COURSE CONTENT:

- > what are the benefits to the client and publisher of a series booking?
- > who do we target to sell to?
- > when is the best time to sell a series?
- > information we need to know
- > putting together sales arguments
- > closing the deal

DATES:	19 JUNE, 29 OCTOBER
COURSE TIMINGS:	09.30 – 13.30
COURSE LEADER:	SALLY STANLEY
MEMBER PRICE:	£315 + VAT
NON-MEMBER PRICE:	£350 + VAT

SELLING CUSTOMER MAGAZINES TO AGENCIES

Through an understanding of how the agency business works and what motivates the buyers, delegates will become more confident and effective when selling to media agencies.

SUITABLE FOR:

Sales executives tasked with building advertisement revenue for their customer magazine from advertising agencies.

COURSE CONTENT:

- > who's who in agencies – the structure of an agency and key roles
- > what motivates buyers in agencies and how are these people measured?
- > getting into agencies – how to make more appointments
- > how to present a title effectively
- > selling titles with/without conventional data (ABC, NRS, TGI)
- > negotiating with agencies – the role of the ratecard and agency commission
- > handling objections effectively with confidence
- > managing long-term relationships with agencies

DATES:	27 APRIL
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

SALES PLANNING MADE SIMPLE NEW

This half-day course offers a concise and practical approach to sales planning. Managers will be shown how to structure a sales plan that sets out a clear commercial vision supported by objectives and strategies for each team member.

SUITABLE FOR:

Advertisement sales managers seeking a concise method of sales planning that will enable them to manage expectations upwards and downwards, take control of changes in the marketplace and keep their teams focused and motivated so that they achieve their commercial objectives.

COURSE CONTENT:

- > what is a sales plan and why do we need one? What are the pitfalls of failing to establish a clear sense of direction?
- > how the sales plan complements the vision for the magazine and links into the overall business plan
- > analysis of the key areas of the sales plan (yield, volume, share, category performance etc)
- > setting objectives and strategies
- > using the sales plan as a communication tool

DATES:	13 FEBRUARY, 28 AUGUST
COURSE TIMINGS:	09.30 – 13.30
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£315 + VAT
NON-MEMBER PRICE:	£350 + VAT

IDENTIFYING AND SELLING CREATIVE SOLUTIONS TO CLIENTS AND AGENCIES

This course will demonstrate the role and value of the creative solution to advertisers. It will help delegates develop an extensive menu of opportunities as well as an understanding of how best to present and price non-display ideas to clients and agencies.

SUITABLE FOR:

Sales executives and new promotions executives who need to offer non-display creative solutions to clients and media agencies.

COURSE CONTENT:

- > what does display advertising achieve and what are its limitations?
- > the role of the sales executive as publishing consultant
- > what are the real needs of the client?
- > non-display opportunities – how many are there?
- > the key advertiser benefits offered by creative solutions
- > writing an effective creative solutions proposal
- > the role and value of advertising promotions/sponsorship/competitions and how they should be priced
- > when does the client say 'Yes' to a creative solution?

DATES:	18 MARCH, 11 SEPTEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

HOW TO SELL TO MEDIA BUYERS IN ADVERTISING AGENCIES

This programme will help sales executives make more appointments with buyers. Through a clearer understanding of the business from the buyer's point of view, they will be able to maximise revenue from agencies and form more productive relationships.

SUITABLE FOR:

Sales staff wanting to learn new techniques to build client relationships and sales executives who have recently taken on the challenge of selling advertising to media buyers in agencies.

COURSE CONTENT:

- > how the media agency business works and the power of the media buying function
- > understanding how buyers spend their time and what pressures they face on a daily basis
- > how to make more appointments
- > structuring and controlling the sales meeting
- > making sure the agency remembers what is essential from the meeting
- > maintaining agency relationships through an integrated strategy
- > combating the price argument
- > communicating and influencing with more power and confidence

DATES:	22 MAY, 15 SEPTEMBER, 8 DECEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

ADDING VALUE THROUGH THE SALES PROCESS: 21ST CENTURY CUSTOMER ENGAGEMENT NEW

This day course provides a new, contemporary approach to sales. It starts with a motivational profile that shows delegates how the sales process can be maximised on an individual basis. It teaches sales techniques developed in the food business and will help to revolutionise delegates' selling capabilities.

SUITABLE FOR:

Sales staff who know they are capable of more but are struggling to find new routes to succeed in tough markets. Staff who have been selling for a while will also find this new approach worthwhile.

NOTE FOR MANAGERS:

Suitable for staff with promise but who are not delivering their best performance.

COURSE CONTENT:

- > S.D.I. profile – an independent motivational profile
- > adding value through personality and style
- > the 21st century customer engagement sales model
- > calculating the real value of advertising
- > how to use data to make a credible argument
- > how to have power on the telephone and face-to-face
- > how to be truly consultative – an advisor

DATES:	10 JUNE, 2 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ANDREW MILBOURN
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

BUILDING CLIENT RELATIONSHIPS THROUGH PRODUCTIVE MEETINGS

This practical course will ensure that delegates meet with clients confidently and have a strategy for taking the business forward.

SUITABLE FOR:

Display sales executives with nine months' or more experience who want to have effective sales meetings with their clients.

COURSE CONTENT:

- > where is the client relationship now?
- > strategy for the meeting
- > setting objectives
- > taking control
- > structure of the meeting
- > using visual aids
- > understanding and using body language
- > closing the meeting

DATES:	6 MARCH, 3 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	SALLY STANLEY
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

EFFECTIVE INFLUENCING AND COMMUNICATION SKILLS

By the end of the day delegates will have a range of new techniques to use to build rapport and communicate more persuasively with others. Delegates will also explore Neuro-Linguistic Programming (NLP) and discover how it can be used to enhance behavioural change and personal development.

SUITABLE FOR:

Sales staff wanting to learn new techniques to build client relationships and sell more effectively.

COURSE CONTENT:

- > understanding and adapting our communication to persuade others
- > adapting style to be more persuasive
- > talking in the client's language
- > relating to different personality types
- > identifying with the client's position
- > building rapport
- > action planning

DATES:	6 MAY, 7 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	CATHERINE FLINTOFF
MEMBER PRICE:	£450 + VAT
NON-MEMBER PRICE:	£495 + VAT

MEDIA SALES COURSES

HANDLING OBJECTIONS

Although objections may seem insurmountable at times, there are only a few different types of objection. Delegates will discover how to identify these and overcome them.

SUITABLE FOR:

Sales executives with up to 12 months' experience and those looking for new ways to overcome advertiser objections with confidence.

COURSE CONTENT:

- > what is an objection?
- > at what stage in the sales process are objections voiced?
- > how to respond when faced with objections – using probing questions
- > what are the different kinds of objections we face?
- > recognising and classifying objection types
- > how to deal with the price objection
- > using a structured process to avoid confrontation and take a controlled approach

DATES:	29 JANUARY, 6 MARCH, 4 SEPTEMBER
COURSE TIMINGS:	09.30 – 13.30
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£315 + VAT
NON-MEMBER PRICE:	£350 + VAT

PART OF THE PPA CERTIFICATE IN MEDIA SALES. SEE PAGE 45.

NEGOTIATION SKILLS

This day will help delegates understand what a win/win negotiation looks like and show them how to develop a style and structure for their negotiations based on control, creativity and protecting their price.

SUITABLE FOR:

Sales executives with up to nine months' sales experience and those wanting to refresh their negotiating skills.

COURSE CONTENT:

- > what is negotiation? Defining terms
- > what are the four possible outcomes to any negotiation?
- > what does a win/win negotiation look like?
- > how to structure a negotiation to keep control
- > what is the key word in any negotiation?
- > how do agencies and clients play the Negotiation Game?
- > how to protect price by knowing tradables – what else can be offered?
- > needs and wants – how to use these as part of negotiating
- > useful phrases for good negotiating and common mistakes to avoid

DATES:	27 JANUARY, 6 APRIL, 28 JULY, 15 OCTOBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

PART OF THE PPA CERTIFICATE IN MEDIA SALES. SEE PAGE 45.

BUDGETING AND FORECASTING FOR ADVERTISING SALES **NEW**

This crucial business task is one that requires a distinct process and clear thinking. Senior managers require ad managers to demonstrate accuracy and logic with every variable explored. Delegates will be shown a clear and easy to use process and also be given the tools to implant good practice into their business.

SUITABLE FOR:

Advertising managers or those of a level where forecasting is a significant part of the job.

COURSE CONTENT:

- > ad sales budgeting and forecasting explained from a board's perspective
- > managing confidence upwards
- > required metrics
- > scientific client prediction
- > understanding the ad sales psyche
- > unforeseen event prediction
- > securing the numbers – how to plan for contingency
- > linking to strategy and business planning
- > taking the risk out of the numbers

DATES:	18 FEBRUARY, 13 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ANDREW MILBOURN
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

ADVANCED PITCHING SKILLS **NEW**

The ability to successfully pitch new ideas is vital in today's competitive market. By the end of this day, delegates will have powerful new techniques to use in pitch situations with outstanding results.

SUITABLE FOR:

Those with a minimum of 18 months' sales experience, suitable for those who are regularly pitching ideas and proposals.

COURSE CONTENT:

- > structure of language and its relationship with influence
- > the hidden persuaders in language
- > recognising and appealing to different motivations
- > the magic questions that accelerate buy-in
- > unlocking decision strategies
- > structuring pitches to maximise engagement
- > using words to change minds

DATES:	9 JUNE, 27 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	CHANTAL BURNS
MEMBER PRICE:	£475 + VAT
NON-MEMBER PRICE:	£525 + VAT

SELLING ADVERTISING DURING THE CREDIT CRUNCH NEW

This course will offer delegates an insight into how to trade effectively as the market toughens. The programme focuses on how sales executives can build the confidence of reluctant advertisers by sharing case studies and research data from previous times of economic slow-down.

SUITABLE FOR:

Sales executives wishing to maximise their sales success as the market tightens for advertisers.

COURSE CONTENT:

- > what happens to marketing budgets and decision making when trading gets tougher?
- > what happens to sales teams when trading gets tougher?
- > review of essential sales techniques and styles in a tough market – The Fast Close
- > what history tells us – case studies from brands that advertised/ceased to advertise through the 1990s recession
- > testimonials challenge – as part of this course, delegates will be asked to develop three advertiser testimonials and case studies of their own

DATES:	20 MARCH, 25 SEPTEMBER
COURSE TIMINGS:	09.30 – 13.30
COURSE LEADER:	DEBRA SHARRON OR DEBBIE BOWMAN
MEMBER PRICE:	£315 + VAT
NON-MEMBER PRICE:	£350 + VAT

DATA CAPTURE AND ANALYSIS FOR ONLINE SELLING NEW

Today's advertisers (and their representatives) are seeking deeper layers of insight into the success of their sales and marketing campaigns. There is a range of analytical tools around from Google Analytics to SmartFocus and Alterian and this course will demystify current jargon and help delegates to take advantage of online channels.

SUITABLE FOR:

For website managers, publishers with a technical interest, advertising directors and online marketing personnel. Delegates should understand how a website is built and managed and be conversant with tools such as MS Excel and Google Analytics.

COURSE CONTENT:

- > how advertisers buy and what they are looking for
- > the value of data
- > data security and protection
- > how to mine rich data seams
- > 10 common fears about data
- > conversion metrics and KPIs
- > analysis and insight
- > setting up a data capture process
- > how to avoid analysis paralysis
- > how to dodge difficult data requests
- > data for customer relationship management

DATES:	2 APRIL, 1 JULY, 23 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	RICHARD DENNY'S
MEMBER PRICE:	£475 + VAT
NON-MEMBER PRICE:	£525 + VAT

SPONSORSHIP SALES FOR CONFERENCES AND EXHIBITIONS

As a result of this course delegates will understand the clear benefits of sponsorship as a form of promotion and be more effective in identifying, winning and maintain sponsorship contracts.

SUITABLE FOR:

Sales executives working in events, exhibitions or awards who want to generate sponsorship revenue from clients.

COURSE CONTENT:

- > understand the benefits of sponsorship over other forms of promotion
- > how to target likely clients for sponsorship
- > what kind of success measures do clients want from a sponsorship package?
- > the most common reasons why proposals fail – how to avoid these traps
- > pricing ideas and guidelines
- > putting a written proposal together
- > presenting a package of benefits to justify the price
- > how to make sure that the client maximises all opportunities available

DATES:	9 JUNE, 9 DECEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

REALIGN YOUR BUSINESS TO EMBRACE ONLINE NEW

The current financial climate is forcing brand owners to drive more return on investment (ROI) from their marketing spend, presenting traditional magazine publishers with a challenge. This course shows delegates how to develop competitive strategies to deal with these new threats and opportunities to media owners.

SUITABLE FOR:

Senior publishers, directors or owner managers of publications looking to harness and exploit the potential of their brand online

COURSE CONTENT:

- > market opportunities – analysis and forecasting
- > key challenges – SWOT analysis and the competitive landscape
- > the new breed of consumer – what are they expecting?
- > changing expectations of clients – direct and agency
- > value and life expectation of content
- > advertising without the trimmings
- > brand values
- > technology and business – the land of the blind?
- > staff and resourcing – replace or retrain?
- > inhouse or third-party web development?
- > financial modelling for the online business
- > measuring success – key ROIs and key performance indicators
- > change management for digital success

DATES:	9 JANUARY, 15 JUNE, 4 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	RICHARD DENNY'S
MEMBER PRICE:	£475 + VAT
NON-MEMBER PRICE:	£525 + VAT

MEDIA SALES COURSES

KNOW YOUR ONLINE AUDIENCE

Delegates will develop an advanced knowledge of consumers' relationships with online publications and the strategic impact of their choices and activity.

SUITABLE FOR:

Senior commercial decision-making managers with responsibility to determine how to generate online advertising revenue out of their audience.

COURSE CONTENT:

- > the online audience and its activities
- > content and applications people are using
- > emotional engagement and mind set of online users v other media
- > consumer interaction with websites – research and usability
- > consumer interaction with different ad formats
- > building consumer interaction into strategy

DATES: 26 MAY, 11 AUGUST

COURSE TIMINGS: 09.30 – 17.00

COURSE LEADER: JOHN WEIR

MEMBER PRICE: £475 + VAT

NON-MEMBER PRICE: £525 + VAT

MAXIMISING ONLINE SALES NEW

This course teaches delegates the language of online, how it applies and how to achieve results when selling online. The programme will also cover the theory of search engine optimisation (SEO), giving delegates insight and enabling them to make an effective contribution to discussions on planning and investment.

SUITABLE FOR:

Sales staff who have recently moved to selling online or who have no previous experience of selling online. Delegates who are looking for a greater depth of understanding about how to commercialise their online offering.

COURSE CONTENT:

- > what buyers are looking for?
- > the advantages and disadvantages of online as a commercial medium
- > how the web is/can be used commercially
- > how an ad is produced and serviced (production)
- > how ad measurements work, how to use them and what they mean to the media owner and the client
- > the value of social networking to media owners' strategies
- > SEO

DATES: 17 FEBRUARY, 13 NOVEMBER

COURSE TIMINGS: 09.30 – 17.00

COURSE LEADER: RICHARD DENNY'S

MEMBER PRICE: £475 + VAT

NON-MEMBER PRICE: £525 + VAT

INTRODUCTION TO SELLING DISPLAY ONLINE

Delegates will gain an understanding of the online advertising market and develop the confidence to sell their digital properties.

SUITABLE FOR:

Those responsible for generating online advertising revenues with less than one year's digital experience and no previous online training.

COURSE CONTENT:

- > overview of the online ad market
- > understanding of the jargon used
- > how online advertising works
- > how it is planned and traded
- > advertising formats
- > benefits of online advertising
- > developing sales propositions for websites

DATES: 13 JANUARY, 9 APRIL, 10 JULY, 21 OCTOBER

COURSE TIMINGS: 09.30 – 17.00

COURSE LEADER: MARY LANGAN

MEMBER PRICE: £475 + VAT

NON-MEMBER PRICE: £525 + VAT

SELLING CLASSIFIED AND RECRUITMENT ADVERTISING ONLINE

This introductory course provides delegates with a thorough overview of the recruitment/classified online ad sell, enabling them to build on their existing revenues and make immediate impact.

SUITABLE FOR:

Those responsible for classified/recruitment online sales with less than six months' hands-on experience.

COURSE CONTENT:

- > the UK online recruitment market – spends and trends
- > jargon busting
- > online recruitment and other classified models
- > pricing and packaging the online sell
- > what do customers want?
- > the online advantage v other media
- > effective sales tools – what is needed to get started?

DATES: 7 APRIL, 12 AUGUST

COURSE TIMINGS: 09.30 – 17.00

COURSE LEADER: CHANTAL BURNS

MEMBER PRICE: £475 + VAT

NON-MEMBER PRICE: £525 + VAT

HOW TO CREATE WINNING CROSS-MEDIA PROPOSALS ACROSS PRINT, DIGITAL AND LIVE EVENTS NEW

This course will enable delegates to create compelling cross-media proposals that can incorporate a range of media including print, websites and live events.

SUITABLE FOR:

Sales executives and brand solutions executives who have to sell creative solutions across more than one platform.

COURSE CONTENT:

- > benefits of cross-media campaigns
- > overview of the online market
- > how online advertising works
- > how online advertising is traded
- > understanding the role of each medium in the mix
- > interpreting media agency briefs
- > writing compelling proposals
- > pricing guidelines
- > implementing the campaign effectively

DATES:	8 MAY, 27 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	MARY LANGAN
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

INTRODUCTION TO ADVERTISEMENT SALES MANAGEMENT

This one-day course is designed to identify the key demands facing an advertisement sales manager. It provides a masterclass in five key areas: – management styles, recruitment, running sales meetings, setting objectives and giving feedback and motivating a sales team.

SUITABLE FOR:

Newly appointed advertisement sales managers who have moved into management for the first time.

COURSE CONTENT:

- > managing a sales team for the first time – management styles
- > setting targets and individual objectives – reviewing and giving feedback
- > running sales meetings – setting agendas and guidelines
- > using team meetings to develop team knowledge and skills
- > how to recruit the best person for the team – overview of the recruitment process
- > how to improve the motivation levels of sales teams

DATES:	26 JANUARY, 7 MAY, 27 AUGUST, 5 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	DEBBIE BOWMAN OR DEBRA SHARRON
MEMBER PRICE:	£415 + VAT
NON-MEMBER PRICE:	£460 + VAT

ADVANCED ONLINE SALES

This programme offers delegates a comprehensive understanding of how the digital landscape is impacting and shaping the media mix and the ways in which they can influence this.

SUITABLE FOR:

Display sales staff with a minimum of six months' online experience or those who have already attended the introductory course.

COURSE CONTENT:

- > key trends of digital and market overview – what's new and what's next?
- > the digital landscape in perspective
- > the role of digital in the media mix
- > how are agencies and clients being affected and what does this mean?
- > understand how digital is planned and how sites/platforms are evaluated
- > trading currencies and how this impacts on business
- > new commercial opportunities

DATES:	14 JANUARY, 19 MAY, 14 JULY, 4 DECEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	CHANTAL BURNS
MEMBER PRICE:	£475 + VAT
NON-MEMBER PRICE:	£525 + VAT

HOW TO WRITE GREAT SELLING COPY

Producing copy with a selling message, and to client requirements, poses special challenges for writers. This interactive workshop will explore such challenges and put forward strategies for success. It will focus on sharpening delegates' writing skills so that the message is delivered in an informative, entertaining and reader-targeted way.

SUITABLE FOR:

Writers, journalists and sales executives who are called on to produce copy with a sales message – such as advertisement features and promotions, press releases, marketing material and so on. It will also be useful for subs who regularly need to write 'pull' material such as coverlines and sells.

COURSE CONTENT:

- > copy overview
- > interpreting the brief
- > liaising with clients – how to turn client requirements into workable, quality copy
- > text and visuals – creating the perfect partnership
- > working with designers
- > copy workshop, exploring different selling copy styles
- > writers' clinic – analysing delegates' own work and highlighting ways to improve

DATES:	24 MARCH, 4 NOVEMBER
COURSE TIMINGS:	09.30 – 17.00
COURSE LEADER:	ROB LOWTHIAN
MEMBER PRICE:	£405 + VAT
NON-MEMBER PRICE:	£450 + VAT

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.