



PPA Training

Course List

September, 2011



Editorial courses

Advanced feature writing skills

Using their own work as a starting point, delegates will analyse feature structures and writing styles for different markets in order to target their copy more effectively. They will discover how to transform mediocre copy into a great feature.

Suitable for:

Journalists (editors, writers and subs) with more than 12 months' experience of feature writing.

Course content:

- feature dilemmas – and how to solve them
- perfect intros
- selecting the right structure for your market
- using 'features furniture' effectively
- written style
- quotes / reported speech
- diagnosing copy problems
- techniques of copy editing
- producing a brief.

Advanced news writing skills

This interactive workshop is aimed at delegates with more than 12 months' experience who wish to develop their news writing skills further. Using examples from delegates' own publications, the course will highlight strategies for making news writing more powerful and effective.

Suitable for:

Journalists and writers with more than 12 months' experience.

Course content:

- choosing and delivering an effective angle
- planning news stories for different audiences
- sharper intros and endings
- different structures and when to use them
- written style
- quotes/reported speech
- handling press releases
- news writing clinic

Be a better proof reader

Accurate and effective proofreading is achieved by the application of a range of systematic techniques. In this practical course delegates will be shown how these methods can make a difference to the quality of their proofreading output and to their confidence in tackling proof checking projects.

Suitable for:

Those who regularly need to proof documents from magazines and newspapers to reports and newsletters. The course is suitable for newcomers to proofreading or those who wish to refresh their skills.

Course content:

- understanding the proofing process
- the challenges of proofreading and its responsibilities
- how to use proof correction marks
- a refresher on grammar and punctuation
- establishing an effective proofing process
- tips on spotting mistakes
- consistency, house style and checklists
- how to improve the effectiveness of proof reading
- how to make proof reading less tedious!
- strategies for the future

Digital and commercial strategy

Effective monetisation of digital content is both a challenge and a priority for every digital publisher. This course is designed to give delegates a comprehensive but comprehensible guide to designing and establishing an effective digital commercial strategy for optimising revenues from your content.

Suitable for:

Marketing, media, and publishing professionals who want a clear and comprehensive understanding of how to develop an effective strategy for monetising digital content.

Course Content:

- An introduction to strategy and key digital consumer trends
- Digital purchasing habits
- Digital revenue streams and models
- Planning and objective setting
- Digital strategy frameworks
- Using data and analytics
- Harnessing emerging technologies
- Practical exercise
- Pitfalls and best practices

Digital and community innovation

Innovation has never been more important in business, and at the same time more brands than ever are seeking to develop online communities to support, engage with and advocate what they do. Smart businesses are increasingly developing innovation programmes and processes that incorporate their customer in improving their business, and co-creating new products and services.

Suitable for:

Marketing, media and publishing professionals who want a clear and comprehensive understanding of how to develop innovation programmes that harness the power of the crowd and enable co-creation with your customers.

Course content:

- The social media landscape
- How social media has impacted traditional media and changed communications for good
- What is online community
- Building and launching an online community
- Growing and managing the community
- What is innovation, different types and why it is important
- Relationships between innovation and community and principles of effective co-creation
- Agile business and the implications

Editorial management

Delegates will leave the course armed with tried and tested people management techniques designed to minimise problems or with methods for resolving existing issues. Exercises are based around delegates' own issues, helping managers to clarify their role and improve their skills.

Suitable for:

Managers or other senior editorial staff with no management training, or needing a refresher.

Course content:

- defining different kinds of leader
- faulty beliefs that get in the way of management
- motivation
- team leadership
- effective management communication
- a model for looking at staff
- dealing with difficult people
- knowing your specific strengths

Effective business writing

A lively session that covers all aspects of writing and presenting business documents. The workshop will include practical exercises and a chance to look at delegates' own material where possible.

Suitable for:

Delegates who are seeking to improve the writing and presentation of all business documents they produce as part of their work including emails, letters, reports and proposals.

Course content:

- words and numbers – costs and benefits of maintaining clear business communication
- how people read
- plain English tips to use in everyday business writing
- sentence construction
- effective emails and letters – etiquette and guidelines
- style, structure and approach
- planning, presenting and structuring reports that colleagues and clients will actually read
- writing for newsletters and websites
- common language and grammar mistakes to watch out for
- methods for checking and proofreading business reports

Effective subbing

Delegates will learn a structured approach to subbing and look at common copy-handling problems, providing them with the tools to sub news stories and features with confidence. The course will include practical exercises using examples from their own publications where possible.

Suitable for:

New and experienced writers and sub-editors who want to develop and improve their copy editing skills.

Course content:

- what makes an effective sub?
- what to look for in copy – sense, accuracy, readability and consistency
- improving intros
- cutting copy effectively
- handling structure in news and features
- when to edit and when to re-write
- headlines, standfirsts and captions
- proofreading hints and tips

Introduction to feature writing

In this practical, hands-on session, delegates will be introduced to a broad spectrum of effective feature writing techniques. They will analyse and evaluate different structures and writing styles, finding ways to create their own strategies for sharper features.

Suitable for:

Delegates with up to 12 months' experience who are seeking an introduction to the form, structure and written style of features.

Course content:

- how to identify and target readers
- sharper standfirsts and intros
- structuring your feature
- written style
- adding sparkle to challenging copy

Introduction to news writing

A practical workshop introducing delegates to the basics of good news writing and demonstrating what a powerful communication tool news can be. Delegates will deconstruct news writing so that they are able to create their own strategies for effective stories.

Suitable for:

Delegates who are fresh to news writing or who have up to 12 months' experience.

Course content:

- what is news?
- what makes a good story? – news values/news angles/news sources
- planning a news story
- sharper intros
- developing content
- written style
- news writing clinic

Language and grammar tips

A practical and informative workshop that will clarify understanding and explain how to use language and grammar accurately.

Suitable for:

Communicators who want to understand common areas of grammar and language that always confuse them.

Course content:

- how to use apostrophes
- commas, semi-colons and colons explained
- using punctuation in quotes
- sentence construction and types of sentence
- dangling participles – what they are and how to avoid them
- when to use 'that' and when to use 'which'
- the role of hyphens
- other common mistakes and areas of confusion

Media law

A highly practical one-day session covering the main areas of media law affecting web and print journalists and editors, including a chance for attendees to raise their own current or recent legal issues and questions.

Suitable for:

Principally journalists and other editorial and publishing professionals who need an introduction to, or reminder of, the main aspects of media law affecting them.

Course content:***Defamation***

- Libel: Definitions and defences
- Common danger areas
- Recent cases and precedents
- Good practice tips to help you avoid potential difficulties
- Libel and the internet
 - Current issues
 - Similarities and differences in how libel affects print and web publications
 - User-generated content and libel
 - Grey areas, oddities and anomalies
- Libel reform: Where things stand at the moment
- Malicious falsehood: Writing about products and services

Copyright refresher

- What copyright is designed to protect
- Common web and print copyright issues



- Examples and recent cases
- Tips on what to look out for

Other issues

- Reporting on 'active' legal cases: a rough guide
- Recent developments in privacy law

Publishing finance

Publishing involves a range of projects including: printed magazines, supplements, web sites and events. This course provides an introduction to the financial aspects involved in this increasingly diverse business, and is aimed to help staff to plan and manage their finances more effectively.

Suitable for:

Junior and aspiring publishers and staff with sales and editorial roles who want to help improve the financial management of their titles and projects.

Course content:

- Finance terminology
- Magazine Budgets
- Adaptations for On-line and Events
- Key performance indicators for your projects
- How to manage costs in difficult times

Design and production courses

Compelling covers

Delegates will achieve a better understanding of cover design and psychology including coverline writing, how to choose images and cover planning. They will leave the course with plenty of new ideas to give their covers real reader appeal.

Suitable for:

Editors, deputy editors, art editors, designers, publishers and marketing managers – in fact, any member of magazine staff concerned with improving their covers.

Course content:

- identifying magazine personalities
- how covers communicate with readers
- the myth of cover rules
- building brand values into your cover
- the importance of coverlines that grab
- colours, typefaces, page furniture
- workshop session – analysis of your covers and constructing a magazine's cover code, developing your critical skills
- best practice tips on your cover-planning process

Design for larger format

Large format and text heavy publications need to engage and inform quickly and effectively. We look at how different publications use grids, typography, photography and graphics to create simple, cohesive and confident layouts. In order to achieve this, delegates will develop an understanding of the benefits of planning, the importance of style guides and effective communication within the team.

Suitable for:

anyone who is part of the 'page creating' process including designers, sub editors and layout artists.

Course content:

- Inspiration - great looking publications from around the world.
- What's happening in today's market
- Understanding 'visual journalism'
- Putting yourself in the place of the reader
- How to create an identity through grids, type and colour
- Effective devices on a budget
- Effective use of photography and info graphics
- Planning: communication, style guides and templates



- Customised design critique: we analyse your publication developing your critical skills and coming up with a plan of action for your next steps.

Design for non-designers

This session will explain how the principles of good design can improve a publication. It will give guidance on layout and page structure and on how a visual identity can be created to guide readers through a title's page.

Suitable for:

All who design but who have had no formal design training including subs or picture researcher and self-taught designers.

Course content:

- How design creates a visual identity for a publication
- Good examples of redesigns – before and after
- Creating effective covers
- How to create an effective reading system
- Tips on using pictures within the page format
- Making the most of page elements
- Best practice – templates and style guides
- How to work effectively within the team

Design skills for consumer magazines

Delegates will achieve a better understanding of cover design and psychology including coverline writing, how to choose images and cover planning. They will leave the course with plenty of new ideas to give their covers real reader appeal.

Suitable for:

Editors, deputy editors, art editors, designers, publishers and marketing managers – in fact, any member of magazine staff concerned with improving their covers.

Course content:

- identifying magazine personalities
- how covers communicate with readers
- the myth of cover rules
- building brand values into your cover
- the importance of coverlines that grab
- colours, typefaces, page furniture



- workshop session – analysis of your covers and constructing a magazine’s cover code, developing your critical skills
- best practice tips on your cover-planning process

Improving your design for business magazines

Delegates will discover how better design can enhance their publication as well as reinforce its brand element. The course will use lots of examples ranging from award winners to personal favourites.

Suitable for:

Designers and editors who want to produce good looking, effective pages for their business audience.

Course content:

- a look at some successful business and professional publications
- how to create a visual identity
- creating good reading systems
- using type in your pages more effectively
- using pictures in the right place and in the right way
- developing your own visual style to keep up with the competition

Understanding magazine design

People often look at a magazine and think ‘that looks good’ but don’t know why or how it was done. Delegates will take away ideas and practical tips enabling them to work with designers with more confidence.

Suitable for:

All those who work with designers or are involved in the design process including publishers, editors, production, subbing staff and picture researchers.

Includes a design surgery where you can bring your own publication for design advice.

Course content:

- identifying the personality of a magazine
- the myths and truths of effective cover design
- working effectively with designers
- understanding the visual identity of a magazine through use of type, colour and imagery
- the importance of pace, structure and visual planning
- best practice: templates and style guides

Sales and marketing courses

Advanced online sales

This programme will give you a comprehensive understanding of how the digital landscape is impacting and shaping the media mix and the ways in which you 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 – where do you fit?
- the role of digital in the media mix
- how are agencies and clients being affected and what does this mean for you?
- understand how digital is planned and how sites/platforms are evaluated
- trading currencies and how this impacts your business
- new commercial opportunities

Advertisement sales management

This course is designed to identify the key demands facing an advertisement sales manager and delegates will gain an understanding of all aspects of the role – from managing their business to managing and recruiting staff.

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
- setting targets and individual objectives; reviewing and giving feedback
- how to put a sales plan together – the value of a concise plan as a management tool
- communicate the plan and strategy to your team and your boss
- running sales meetings – setting agendas and guidelines
- using team meetings to develop team knowledge and skills
- how to recruit the best person for your team – overview of the recruitment process
- identifying the training needs of your team and developing a training plan
- how to actively improve the motivation levels of your sales team

Budgeting and forecasting for advertising sales

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 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

Closing the sales

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 what to do when you find one
- 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

Commissioning skills

Commissioning freelance or in-house writers can be daunting. This half day workshop will help delegates to create a clear, well-planned brief that will ensure that the copy they receive is the copy that they set their hearts on.

Suitable for:

Anyone who commissions work in-house or from freelance writers.

Course content:

- choosing the right writer for the right job
- devising a brief - knowing what to include and what to leave out
- drawing up a commissioning document
- working with templates - how they can be useful
- managing the commissioning process
- trouble shooting - how to deal with common pitfalls and problems

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

Email less, sell more

The temptation to try to sell to clients using e mail is enormous but is also dangerous. This course will help delegates understand where e. mail can be used to support the sales process. As a result they will learn how to build better client relations without constantly resorting to e mail and therefore get better results.



Suitable for:

The course is designed for anyone involved in the sales process who uses e. mail more than they would like and those who would like to become more successful in their job.

Course content

- The art of selling and- and the most important factors in communication
- If having great client relationships is key to sales success, what is the very best way to achieve them?
- What is it that makes anyone buy anything?
- The role and the limitations of e mail- how to build e mail into your integrated communication with clients
- What to do when a client says 'you don't need to call or visit just email everything to me'
- Create your own rules and guidelines for limiting your use of e mail as a sales tool- then you will sell more!

Finance for non financial managers

The course will enable delegates to understand the basics of finance and to feel comfortable discussing the subject within the organisation.

Suitable for:

All executives who are not financial managers.

Course Content:

- Understanding the role of finance in a company
- What is shareholder value
- The benefits of mastering key financial concepts
- Reading financial statements
- The profit and loss account
- The balance sheet
- Cash-flow accounts
- Interpreting financial statements
- Defining key ratios
- Recognising and analysing trends
- Using financial statements as management tools.

Getting more subscribers



This workshop aims to provide a thorough grounding in creating effective promotions for subscription acquisition, looking at the role of creative in the renewals process and within email and web marketing

Suitable for:

Those with the responsibility for driving subscriptions growth, such as circulation directors and managers; subscription directors, managers and executives; publishing directors and publishers; proprietor managers.

Course Content:

- The role of creative in the subscription process
- Effective copy and design
- Understanding consumers
- Writing for the market
- Design that sells
- Renewals, direct mail, inserts, email and web
- Developing appraisals of direct promotions
- Future planning.

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 an objection is fired at you – 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

How to create winning cross-media proposals

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

Introduction to selling

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:

Sales executives with less than three months' experience who need an overview of sales call structure and basic communication skills

Course content:

- how to structure a sales call – an easy-to-follow model
- pre-call preparation – know what you need to know and do 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

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? Reading the signs
- how to protect your price by knowing your tradables – what else can you offer?
- needs and wants – how to use these as part of negotiating
- useful phrases for good negotiating and common mistakes to avoid

Powerful presentations

By the end of the day, delegates will be able to identify how to design and deliver presentations with maximum impact.

Suitable for:

Executives with no previous training in presenting who would like to develop their skills to design and deliver powerful presentations.

Course content:

- preparing for the presentation
- designing the presentation
- using visual aids
- maximising the impact using body language
- making the most of your voice
- building the relationship with the audience
- dealing with nerves
- handling questions effectively
- presentation practice

Selling a series

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

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 client's needs
- summarising and paraphrasing along the way
- selling the benefits with a view to closing the sale

Selling in tough market conditions

This course will explore the process of making your offering valuable by being an expert advisor. You will have the chance to explore how valuable your readers are and how to present them as “solutions” against strong competition. The programme will look at tactics and ideas for competing even when you look beaten.

Suitable for:

Any sales exec or manager looking for growth in tough market conditions or just sales people who are struggling to sell value.

Course content:

- How to identify where “value” is for each buyer
- how to sell like a consultant
- how to hold or increase price
- ideas for new revenue generation.

Selling sponsorship

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 your client maximises all opportunities available

Selling to media buyers in advertising agencies

This course 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 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 you want them to remember from the meeting
- maintaining agency relationships through an integrated strategy
- combating the price argument
- communicating and influencing with more power and confidence



Subscription marketing for consumer magazines

This practical workshop provides an introduction to successful subscription marketing for consumer titles, including an overview of strategy, acquisition and retention techniques. The impact of the internet and day-to-day management of the subscriptions process will also be covered.

Suitable for:

Subscription and circulation professionals within consumer publishing and senior non-circulation staff who need knowledge of subscriptions strategy and marketing.

Course content:

- introduction to subscriptions
- subscription profitability
- understanding your consumers
- subscription acquisition
- creative techniques
- keeping and using subscribers
- using the web
- managing subscriptions
- putting a marketing plan together
- future planning

Circulation and subscriptions courses

Getting more subscribers

This workshop aims to provide a thorough grounding in creating effective promotions for subscription acquisition, looking at the role of creative in the renewals process and within email and web marketing

Suitable for:

Those with the responsibility for driving subscriptions growth, such as circulation directors and managers; subscription directors, managers and executives; publishing directors and publishers; proprietor managers.

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Publishing courses

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- using visual aids
- maximising the impact using body language
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- Finance terminology
- Magazine Budgets
- Adaptations for On-line and Events
- Key performance indicators for your projects
- How to manage costs in difficult times

The power of social publishing

A one-day course that is essential for anyone looking to build an online community and take a print readership and make it more three-dimensional. Take advantage of the types of social interaction afforded by Twitter, Facebook and MySpace and see subscriptions rocket!

Suitable for:

Editors, subscription marketers, web teams and publishing professionals

Course content:

- how the new interactive user is shaping media consumption
- understanding how readers use the web and what tools you should use
- the power of community – how to generate interest and traffic to websites
- marketing to social networks – what to do and what not to do
- using social bookmarking tools to increase the visibility of your site
- user-generated content – when and how to encourage it, how and why to use it
- which new web technologies have become an expected and integral part of web content, and how to develop the
- case studies of sites engaging with its users to generate traffic and subscription sales

Personal development and management courses

Advertisement sales management

This course is designed to identify the key demands facing an advertisement sales manager and delegates will gain an understanding of all aspects of the role – from managing their business to managing and recruiting staff.

Suitable for:

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

Course content:

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- setting targets and individual objectives; reviewing and giving feedback
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- communicate the plan and strategy to your team and your boss
- running sales meetings – setting agendas and guidelines
- using team meetings to develop team knowledge and skills
- how to recruit the best person for your team – overview of the recruitment process
- identifying the training needs of your team and developing a training plan
- how to actively improve the motivation levels of your sales team

Editorial management

Delegates will leave the course armed with tried and tested people management techniques designed to minimise problems or with methods for resolving existing issues. Exercises are based around delegates' own issues, helping managers to clarify their role and improve their skills.

Suitable for:

Managers or other senior editorial staff with no management training, or needing a refresher.

Course content:

- defining different kinds of leader
- faulty beliefs that get in the way of management
- motivation
- team leadership
- effective management communication
- a model for looking at staff
- dealing with difficult people



- knowing your specific strengths

Finance for non financial managers

The course will enable delegates to understand the basics of finance and to feel comfortable discussing the subject within the organisation.

Suitable for:

All executives who are not financial managers.

Course Content:

- Understanding the role of finance in a company
- What is shareholder value
- The benefits of mastering key financial concepts
- Reading financial statements
- The profit and loss account
- The balance sheet
- Cash-flow accounts
- Interpreting financial statements
- Defining key ratios
- Recognising and analysing trends
- Using financial statements as management tools.

Interview skills

This one-day workshop is designed to improve the confidence, timing and adaptability of journalists in interview situations, through a mix of light theory and in-depth practical application.

Suitable for:

Trainee journalists and feature writers on consumer and business magazines, and experienced writers interested in enhancing their existing interview techniques.

Course content

- researching your subject and planning questions
- practical interview exercises/role play
- interview etiquette
- controlling the interview situation
- structuring interviews and time management
- handling difficult interviewees and interview subjects
- face-to-face v telephone interviews

- interview writing techniques
- methods of quoting and attributing sources
- writing up interviews – deadlines and identifying/prioritising angles

Language and grammar tips for communication professionals

A practical and informative workshop that will clarify understanding and explain how to use language and grammar accurately.

Suitable for:

Communicators who want to understand common areas of grammar and language that always confuse them.

Course content:

- how to use apostrophes
- commas, semi-colons and colons explained
- using punctuation in quotes
- sentence construction and types of sentence
- dangling participles – what they are and how to avoid them
- when to use 'that' and when to use 'which'
- the role of hyphens
- other common mistakes and areas of confusion

Leading and motivating successful teams

By focusing on the dynamics of their own team, delegates will discover the importance of effective team leadership and be able to recognise what makes an outstanding team.

Suitable for:

Managers and team leaders looking to achieve maximum success for their team, through effective motivation and delegation

Course content:

- importance of motivation
- creating motivation
- motivating your team
- how to delegate effectively
- what makes teams effective
- understanding team roles
- the stages of team development
- leadership models
- situational leadership



- group work, discussion and action planning

Managing effective meetings

By the end of the session delegates will be able to apply new facilitation techniques to run more productive meetings.

Suitable for:

Managers who are required to run meetings as part of their role.

Course content:

- What is the role of a facilitator?
- The skills required for effective facilitation
- Setting the scene – planning for meetings
- Keeping the focus – structuring meetings
- Facilitative questioning techniques
- Handling challenging behavior
- Committing to actions
- Running a meeting in practice
- Action planning – applying key learning points back in the workplace.

Powerful presentations

By the end of the day, delegates will be able to identify how to design and deliver presentations with maximum impact.

Suitable for:

Executives with no previous training in presenting who would like to develop their skills to design and deliver powerful presentations.

Course content:

- preparing for the presentation
- designing the presentation
- using visual aids
- maximising the impact using body language
- making the most of your voice
- building the relationship with the audience
- dealing with nerves
- handling questions effectively
- presentation practice

Speaking in public

Increase your professional power and success by learning how to improve your public speaking. Whatever your job title or level this course will take you through your real performance and take you to the next level.

Suitable for:

All staff who have to speak in public or who want to conquer the fears associated with speaking in public.

Course content:

- Exploring where confidence comes from
- How to handle and channel nerves positively
- How to deliver a speech
- How to manage yourself whilst speaking.

Time and stress management

This programme provides tips and techniques to enable delegates to more effectively use their time and organisational skills in their role and have greater control in managing their stress levels.

Suitable for:

Anyone who would like reduce the stress they feel when juggling a busy workload, and who would like to maximise their time and organisational skills to work more effectively.

Course content:

- The relationship between time management and stress
- Defining positive and negative stress
- What causes stress?
- Recognising common stress and time management symptoms
- What shapes your time?
- Tackling time stealers
- Identifying strategies for coping with stress
- Using techniques when dealing with stress in others
- Time management techniques
- Action plans