

18 years
of performance
enhancing
training



the-centre

for **all** your **training needs**

**Become
our 2015
Charity of
the Year**

See page 7
for details

Winter **2014**
training
programme

➔ Venue

All courses on the Centre's Open Programme are held at our main training suite in central London. Courses start at 10am and will finish by 4.30pm. Lunch and refreshments will be provided.

The Centre training venue: 140 Old Street, London EC1V 9BJ

Located in central London, this venue is easily accessible by tube, train or bus.

Alternatively, we can come to you. If you have four or more people interested in the same course it could work out cheaper and easier to run it in-company.

Visit www.the-centre.co.uk for more information.

➔ Contact us

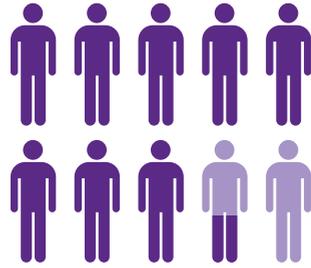
If you have any questions or need any help finding the perfect course for you feel free to contact us. We're always happy to help!

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w www.the-centre.co.uk



84%

of the Centre's clients say that their performance at work has improved as a result of their training with the Centre.



Recognised
Provider



INVESTORS
IN PEOPLE



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Moving into management: taking on your first management role



2 ½ days 26-27 November follow up 12 January 10.00am-12.30pm & 15-16 December follow up 2 February 10.00am-12.30pm £635** | £825* | £925

For those embarking on their first management role

This two and a half day course has been specifically designed for people who are stepping onto the first rung of the management ladder. It will increase your understanding of the manager's role and will help you to gain confidence and skills, leaving you with a development plan for gaining further management skills. You will cover:

- the manager's role and key responsibilities
- leadership and planning
- motivating and managing your team
- different management styles
- communication skills
- managing with assertiveness
- dealing with issues and difficulties

"The course provided me with all the tools I need to move forward within my role. I learnt things which I can use in future situations."
JC, The GL Education Group

Moving up in management: extending your management skills

2 ½ days 3-4 December follow up 12 January 1.30-4.00pm £635** | £825* | £925

For those with at least two years experience in a management role

If you have been carrying out a management role this course offers you an opportunity to reflect on your experience with others in a similar situation and to catch up with best practice, especially in relation to managing people. You will cover:

- managing in different organisations
- managing your team and motivating people
- people management: systems and structures
- managing difficult situations
- managing staff in times of stress and change

"My objectives were met and the trainer provided helpful, practical tips and ideas that I can use in the workplace. Overall my experience at the Centre was excellent! The best training space I've ever been to."
HK, Y Care International

Moving from manager to leader: taking on a senior management role

2 ½ days 4-5 November follow up 11 December 1.30-4.00pm £635** | £825* | £925

For new and aspiring senior managers and chief executives

If you are a new or aspiring senior manager or chief executive, this programme will help you step up to leading your department or organisation. You will cover:

- leadership in today's climate: what we can do
- from operational to strategic management: moving up a gear
- your organisation, its culture and its impact on your leadership approach
- how power works and making the most of your power
- leading and managing through change
- the leader as communicator
- critical incidents in organisations: how to avoid a crisis

"Excellent – I was kept engaged and interested throughout. I have come away with a clear action plan and a better understanding of my strengths and weaknesses and what I need to do to improve. My head is buzzing from so many ideas!" BH, Picker Institute Europe

ILM Management Ladder: the Centre's Endorsed Award



For candidates who wish to begin working towards a recognised management qualification, the Centre offers a nationally recognised Institute of Leadership and Management endorsed programme, for any of the three management ladder courses: Moving into management; Moving up in management; or Moving from manager to leader. The course fee covers:

- ILM registration
- Chosen management ladder course
- Assessment of set tasks
- A feedback session

As an ILM registered candidate you will be entitled to ILM student membership which allows you to take advantage of the many excellent learning tools on offer

The fee for the ILM endorsed course is £155 + VAT on top of your usual course fee.



Interview skills for managers

1 day 7 November £195** | £315* | £365

For managers and HR professionals who either want to improve their interviewing skills or who are just starting a recruitment role within their organisation

Hiring the right staff is one of the most important management and HR skills and it is critical to get it right. This practical and highly interactive workshop will cover best practice interview techniques and will help participants choose the best candidate for every job they need to fill. The course will cover:

- interview styles
- best/worst interview practice
- walking in the shoes of the interviewee
- conducting behavioural interviews
- conducting competency-based interviews

"I feel much more confident in myself because of the fantastic trainer with her techniques and real life situation scenarios. I will be able to enjoy interviews now!" CA, National Union of Teachers

Handling difficult people and situations: essential tools

top seller

1 day 11 November £285** | £395* | £450

For managers who want to deal with challenging attitudes

Many of us face difficult encounters with colleagues which can have serious repercussions for the whole staff team. This course will equip you with tools and techniques for dealing with different types of situations, giving you the confidence and understanding you need for effective management of difficult situations. You will learn how to effectively communicate with difficult team members whilst ensuring a positive outcome. You will cover:

- knowing how and when to tackle issues
- understanding other people's motivations
- identifying and dealing with behavioural problems before they happen
- dealing with conflict and aggression
- how to build your confidence and assertiveness

"I wanted to come away with the ability to deal with difficult people or situations quicker and more efficiently. I feel that I now have the skills to do this." TS, The Football Association

Finance skills for non financial managers

2 days 13-14 November £590** | £810* | £910

For anyone who needs to understand their organisation's finances

If you have difficulty communicating with your auditor or your finance department, this is the course for you. We look at every aspect of financial management and use both case studies and your own accounts to illustrate theory in a really practical way. Over the two days you will cover:

- income and expenditure accounts
- balance sheets and how to read them
- building a reliable budget and managing your budget through the year
- cashflow statements and what they tell you
- costing a project or product

"The course met all my objectives and was very informative and helpful. The trainer was very friendly, funny and knowledgeable." LH, Brompton Bicycles Ltd

Event management: an introduction

top seller

1 day 17 November & 9 December £270** | £385* | £430

For administrators and coordinators new to event management

Whether you are new to the role and unsure where to start, or you have experience of managing events and want to review the strategy to reach your target audiences, this course will build on your experience and explore the processes of planning, producing and evaluating the impact of events for your organisation. There will be group discussion and exercises giving practical solutions to organising and managing events. You will cover:

- event types and audience need
- timeline and budgeting
- risk assessment and health and safety
- checklists for organising the detail – delegate bookings, meeting special needs, insurance, licences and catering

"The course was exceptional – a fantastic and worthwhile day. I can now expand on my skills with confidence." NB, AXA PPP International

Coaching skills for managers

1 day 18 November £215** | £325* | £375

For anyone who manages, supports or coordinates other people

Coaching is an invaluable tool for managers who want to motivate and support their team to improve performance and manage change. Coaching is increasingly recognised as a flexible and effective way of supporting staff to develop new skills and confidence. This course is designed to help line managers understand coaching, how coaching fits with effective management and to acquire practical techniques to use in their everyday work. You will cover:

- how coaching fits into management
- how a coaching relationship can make a difference
- coaching models and different approaches
- getting started and focussing on outcomes
- overcoming fears and supporting change

"Excellent. The course covered all of our individual needs and the trainer made the day very much a two-way process. This is definitely the best training venue I've visited!" **JC, Elmbridge Borough Council**

Project management

2 days 18-19 November £590** | £810* | £910

For anyone who manages projects – large or small

We all have to manage a project at some time – a self-contained piece of work which starts and ends independently from your core work. Based on practical, work-based examples, this course enables you to draw up terms of reference, define critical success factors, produce a realistic budget, develop an effective project team and evaluate success. You will cover:

- defining different kinds of projects
- defining terms of reference and aims and objectives
- planning, timescales and deadlines
- drawing up budgets and working with the project team
- monitoring and evaluation

"This was a fantastic course and the trainer maintained an exceptional level of engagement throughout. It was one of the best training courses I've been on." **DW, Self Management UK Ltd**

Strategic planning and thinking

2 days 20-21 November £495** | £695* | £795

For managers at any level of an organisation who want to think and plan more strategically

Strategic planning is about getting your team, department or organisation where it needs to go. Starting from knowing where you are and moving to where you want to get to, this course takes you right through the strategic planning process with helpful tools, techniques and ideas for every stage. You will cover:

- challenging assumptions
- looking at the bigger picture
- thinking about strategic outcomes and impact
- ideas and tools to facilitate strategic planning
- how to implement and communicate your plan, and assess its success

"I have attended several courses at the Centre and the reason for coming back is because I know the quality of the training is high. I have learnt a great deal of new information that will be very useful."
LB, British Ecological Society

Women in management and leadership

1 day 21 November £205** | £305* | £355

For women managers, leaders, supervisors or executives

This fast-paced and highly interactive workshop will address many of the issues women face as they progress in their careers. The programme is led by international trainer and communications expert, Susan Croft, herself a leading advocate in women's workplace issues. This is a powerful and dynamic course focusing on communications, career planning, work/life balance and management and leadership development for mid to senior level women managers. This is a unique opportunity to network and share with other women from different organisations. You will cover:

- creating an effective support system
- gender and communication – communicating with brevity and impact
- creating high-performance work teams
- how to avoid getting trapped in the 'Superwoman Syndrome'

"I found the course very interesting and really enjoyed it. The trainer was very welcoming and kept our energy levels high. The Centre is a great venue." **KP, Breakthrough Breast Cancer**



Would you like to be our **Charity of the Year in 2015?**

Are you a registered charity with a turnover of £3million per annum or less? Would you and your colleagues benefit from the extensive range of management, communication and administration training offered by the Centre? If so, the Centre's **Charity of the Year award 2015** could be for you.

Now in its 8th year, the Centre's **Charity of the Year award** seeks to create and foster relationships with small charities, helping to identify skill gaps within each organisation and, through our sector specialists, implementing the knowledge required in each area.



If selected as our Charity of the Year you can expect to receive up to **24 days of free training throughout the course of the year** – to be delivered through the Centre's Open Programme schedule.

If you would like any further information regarding selection criteria or an application form please contact Kerry Johnson on **020 7490 3030** or **kerry.johnson@the-centre.co.uk**.

Closing date for applications is 5pm Monday 15th December 2014.

Managing staff performance: motivating underperformers

1 day 24 November £215** | £325* | £375

For all those who need strategies to help improve the performance of their staff

Whether a manager, a supervisor or team leader, one of the most difficult aspects of our work is dealing with, and managing, a poor performer. This course will help you analyse the problems and provide you with a set of skills and strategies to take back to the workplace. It will also equip you with the tools you need to prepare for those crucial conversations. You will cover:

- how to tackle inability to perform the job
- how to motivate the underperformer
- managing difficult behaviours
- developing performance solutions with employee input
- record keeping
- how to prepare for the crucial conversations

"The course was educational and the trainer was entertaining. The training helped me formulate some good ideas."
GA, Mayhew Animal House

Supervision skills: managing people and teams

2 days 25-26 November £495** | £695* | £795

For anyone with line management responsibilities

With the right approach, supervision can make a crucial and positive contribution to the attitudes of everyone at work. The course aims to help you to understand your role as a supervisor, gives you some helpful guidelines, and shows you how to apply a range of skills in this work. You will cover:

- the purpose of supervision and the role of the supervisor
- setting objectives to manage performance
- staff development and training
- feedback, support and boundaries
- motivating staff in supervision
- effective delegation
- mediation: the supervisor's role

"An excellent course, trainer and venue – I will come again! The course covered all the aspects I needed and was delivered in an effective, enjoyable and engaging style."
SR, Habinteg Housing Association

Training the trainer

2 days 4-5 December £510** | £740* | £840

For anyone who supports colleagues at work or trains others on behalf of their organisation

From spreading good customer care skills to teaching people a new IT system, the occasions when managers and other professionals need to train are many and varied. This two-day course will help you to run effective training sessions and support the longer-term development of your colleagues. Over the two days, you will cover:

- understanding learning styles
- planning and delivering a training programme
- establishing aims and objectives for training
- training techniques, including icebreakers, blue-sky training, case studies and buzz groups
- e-learning and blended learning – creating effective content

"I feel confident I can take this learning forward and apply it to my work. The course helped on general tips on training and gave specific suggestions to my future training needs." NB, NCVO

Managing volunteers

1 day 8 December £215** | £325* | £375

For anyone who works with volunteers and wishes to manage them effectively

Volunteers can be a precious asset to any organisation, bringing with them a host of experience and skills to complement paid staff. This course will help you to get the best from your volunteers in the context of offering them a robust system of management. You will cover:

- the advantages and disadvantages of working with volunteers
- creating a volunteer strategy
- recruitment, selection, induction and training
- how to motivate
- support and supervision
- working with groups

"This course was an excellent starting point. I can now establish good policies and working practices prior to getting our volunteer scheme up and running. The training was excellent – coherent and lively."
PS, Coram Voice



Budgeting skills for non financial managers

1 day 11 December £285** | £395* | £450

For managers who need to set and manage budgets but don't have the expertise

The course will help you avoid common pitfalls and give you the confidence and skills to participate in the budget-setting process within your own organisation. You will be able to proactively manage your budget, improve your cost control and effectively allocate financial resources. You will cover:

- understanding budgeting terminology
- setting a budget that meets your allowance
- phasing, monitoring and reviewing your budget
- what to look for in your management accounts
- forecasting, avoiding overspend and getting back on track
- presenting your budget: what you need to be able to tell others

"The course has met all my objectives. The trainer kept us involved throughout and made the subject uplifting. I thoroughly enjoyed it and I have learnt a lot. The Centre is fantastic."

DN, Society for Endocrinology

Emotional intelligence in management and leadership

1 day 12 December £215** | £325* | £375

For leaders and managers at all levels who want to enhance their people and decision making skills

Your emotional intelligence; how you recognise, use and learn from your emotions, is increasingly being seen as the key intelligence for effective management in the workplace. This course provides you with a comprehensive introduction to the concept of emotional intelligence, what it may mean for you and how you can develop the competencies needed to improve your professional practice. You will cover:

- the emotionally intelligent manager – a different way of being smart
- the emotionally intelligent organisation
- the core skills of emotional intelligence
- how to develop and improve your emotional intelligence

"I really enjoyed the course and thought the trainer presented in a very interesting and entertaining way. I wanted to improve my self-motivation and I now feel I can take some positive steps towards doing this." LM, The Lansdowne Club

In-company training

The same great training but on your doorstep!

Save time on travel and planning by having one of our expert trainers come to your venue on a date that suits you.

If you have four or more people interested in the same course, then in-company training could save you money.

We can develop or adapt any of our Open Programme courses to ensure your delegates get the level of training that is right for them and your organisation.

"I can honestly say of all the in-house training I have had, here and in previous jobs, this course has been the most interesting and useful. It will add value to my day-to-day work. The trainer was a great motivator and delivered an exceptional course. Fantastic!"

RD, Asra Housing Group

For more information

contact Nadira Love on nadira.love@the-centre.co.uk or 020 7490 3030.



Handling the press and media

1 day 10 November £215** | £325* | £375

For all those who take on the role of press officer

Harnessing the power of the media is a cost-effective way of getting your message across to large audiences and decision-makers. By learning how to deal with journalists you can positively influence what is printed and broadcast. In this course you will find out what makes a good story and what makes journalists tick. You will cover:

- identifying the news outlets that matter to your organisation
- how to tell a newsworthy story and develop news hooks
- developing a media campaign
- how to use celebrity 'stardust' and media stunts that work
- creating a toolkit for journalists
- strategies to handle a media crisis

"Excellent – especially for someone with minimal experience. I feel I can go away with practical advice that I can actually use."
PN, Macmillan Education

Communication in the workplace

1 day 14 November £195** | £315* | £365

For anyone who wants to improve their written and face-to-face business communication skills

Whether it's writing an email that will get read, making a difficult telephone call or getting your point across in a meeting or presentation, good communication skills are essential in today's organisation. This practical course will help you communicate more efficiently and effectively in your workplace with your colleagues, senior management and clients. You will leave with improved business communication skills and increased confidence in communicating at all levels. You will cover:

- what to say and how to say it effectively
- assertive communications
- speaking and listening skills
- written communication skills
- body language and presenting a positive image
- the problems and pitfalls of poor communication

"Excellent – this was a very in-depth course with lots of great bits to take home. The trainer was very kind, knowledgeable and interactive."
RW, Healthy Planet

Networking and representing your organisation

1 day 17 November £195** | £315* | £365

For anyone who represents their organisation as a spokesperson or at networking events

How you perform in public reflects on your organisation as well as on you. If the values of your organisation are embodied in the way you present yourself, other people gain a clearer understanding of your corporate attitudes and concerns. This course will help you to leave a positive and lasting impression. You will cover:

- getting the right balance between internal and external work
- building the 'ambassadorial' role into your PR strategy
- introducing your organisation in an engaging and inspiring way
- reflecting your organisation's values in the way you present yourself
- 10 top tips for effective networking

"The course was well designed and the trainer was very knowledgeable about the subject. The venue is well designed for training and there was a great choice of food and drinks. The ice cream break was great!"
JB, CABA

Managing a media crisis

1 day 3 December £205** | £305* | £355

For PR professionals, managers and others who want to develop their skills and confidence in the area of media management in a crisis

Reputation is one of the most important assets any organisation has. It can take years to build, but can be lost overnight. This highly participative course will help you put in place crisis management procedures and develop the media handling skills that will help your organisation emerge strengthened rather than weakened by a crisis. Over the day you will cover:

- preventative measures – how to avoid a media crisis
- developing good relationships with journalists
- recognising the danger signs
- developing a crisis management plan
- protecting vulnerable staff and customers
- acting swiftly and accountably

"This was a great course. It was well structured and the trainer was flexible to the needs of the participants. The trainer was knowledgeable and brought the best out in the participants."
AW, National Autistic Society



Presentation skills: making effective and confident presentations



1 day 5 December £285** | £395* | £450

For anyone who is new to giving presentations or who wants to develop their skills and confidence

This practical and enjoyable course is designed to give you the confidence and skills to deliver effective presentations that will be understood and valued by your audience. You will get lots of personal attention. You will cover:

- developing and communicating your message
- structuring, planning and practising your presentation
- tips and techniques to make your presentation lively and effective
- body language, handling nerves and thinking positively
- delivering your presentation clearly and with confidence

"An excellent course which definitely gave me the additional skills and insight I needed to take my presentations to the next level. The trainer was very experienced, engaging and personable and really paid attention to us all as individuals." **AW, Age UK**

Minutes: taking and writing effective minutes



1 day 13 November & 10 December £285** | £395* | £450

For anyone who wants to improve their minute taking

Most people dread taking minutes and very few receive training before they start. This practical one-day course will give you the opportunity to learn the basic rules and guidelines for minutes as well as practising essential skills like listening and taking notes. Over the day you will cover:

- preparation for taking minutes
- layout, grammar and language for minutes
- what to include and what to leave out
- strategies for understanding the meeting
- listening and note-taking and working with the chair

"The course was excellent – great tutor and excellent materials were provided with the delivery of the course. The ice creams and sweets were an extra bonus along with the lovely staff team." **TE, Combat Stress**

The Executive PA: moving from secretary to an executive PA role

2 days 24-25 November £510** | £740* | £840

For PAs who have just been promoted to the role or wish to progress to a more senior level

The Executive PA is in a position of special responsibility; supporting directors and senior managers and playing a pivotal role in the management team requires a proactive approach and range of skills. This practical course will help you understand your role and learn what is expected from a PA, finding solutions to common problems. You will cover:

- developing your relationship with your Director
- confidence, assertiveness skills and learning to say 'no'
- communication skills and managing upwards
- taking ownership, time management and learning to prioritise

"The course was really good – it was great to hear the views of the people on the course as well as the trainer. The trainer was very friendly and helpful." **VW, Ministry of Defence**

Essential skills for administrators

1 day 12 December £195** | £315* | £365

For administrators, secretaries and receptionists

In any organisation, the admin team has the biggest variety of responsibilities. It has to be constantly flexible and responsive to the needs of management. The admin team is the face of the organisation as they are the first point of contact for clients, so they must make themselves stand out by being proactive and efficient. You will cover:

- supporting your managers and other team members effectively
- managing your time, priorities and workload
- providing good customer service for internal and external customers
- delegating to others and accepting delegation
- dealing with difficult situations
- top tips for writing effective emails and letters

"The training was a very good experience and the learning environment was very comfortable. The course was interactive and my objectives were met." **IH, Grant Thornton International Ltd**



Time management for managers: work smarter, not harder



1 day 10 November £215** | £325* | £375

For any manager struggling to keep on top of their workload

A positive approach to time management can help you to make the most of each day – improving both your performance and your quality of life. This course highlights skills and techniques to improve your working day without feeling overwhelmed. There are group discussions with examples to help you change the way you work, and you will be given materials to take away. You will cover:

- how you currently manage your time and how to improve
- prioritising workload and effective delegation
- dealing with interruptions: people, phone and email
- your energy cycle – managing stress and burn out
- different time management techniques to develop your personal plan

"The trainer made the course enjoyable, informative and interesting. I now have very useful tips and ideas for improving how to work more efficiently and more productively!" MC, NHS South CSU

Assertiveness skills: a practical approach



1 day 28 November £230** | £340* | £390

For administrative staff and those new to supervising or leading teams

This course provides the skills you need to become more assertive, and to present your ideas and opinions in ways that enable you to feel heard and respected. It will help you to develop a personal style that will benefit you, your colleagues and your organisation. You will cover:

- taking responsibility for your role and workload
- tips for disagreeing constructively
- recognising your own style: passive/aggressive, indirect or assertive
- identifying your communication strengths
- stating your views clearly, and being heard

"I found the day extremely helpful. I now have a better ability to influence others participating in project work. The trainer gave very useful and helpful advice which was delivered in an effective way." LR, King's College London

Time management for administrators: managing time and workload

1 day 8 December £195** | £315* | £365

For administrators and office staff struggling with a heavy workload

Are you juggling too many tasks, responding to too many managers and have no time to get organised? On this course you will learn practical tips, tools and techniques for managing your time more efficiently whilst sharing experiences with others through open group discussions. You will consider practical, real-life examples with suggested solutions. You will cover:

- prioritising and planning your day
- taking control of a heavy workload
- delegation, assertiveness and negotiating with colleagues
- managing phone calls, emails and dealing with interruptions
- tips and techniques for meeting deadlines

"I thought the course was interesting and very well delivered by the trainer. I have come away with lots of useful tips and ideas for more effective time management." SP, London Borough of Hammersmith

All courses start at 10am and will finish by 4.30pm.

Lunch and refreshments (including ice creams!) will be provided

"Excellent – I loved the bright colours and relaxed atmosphere (it was very conducive for learning!) The lunch, refreshments and ice creams were brilliant. I have already recommended the Centre to others."

LH, Royal College of Pathologists



Persuasive writing

1 day 6 November £230** | £340* | £390

For people who need to write for specific audiences and motivate action

This course shows you how to produce engaging and clear written content that encourages your audience to agree with your messages, commit to your campaigns or take up your advice. Whether you are writing letters, emails or printed materials, you will pick up the tips and techniques you need to reach your audiences in the most effective way. You will look at presenting complex information clearly, informing without patronising and keeping a busy reader engaged. You will cover:

- purpose, message and audience
- overcoming readers' prejudices and concerns
- writing for children, young people and adults with low literacy skills
- writing for internal audiences
- the editorial process and house style

"The material was tailored to our individual needs and there was a nice flow through subjects. The training was inspiring, motivational and encouraging." **CV, Halford's Media**

Business writing skills

2 days 11-12 November £395** | £630* | £730

For anyone who wants to get lots of practice at improving their basic writing skills

If you are unsure of the basic rules of writing, or struggle to express yourself clearly and concisely, this highly practical two-day course will help increase your confidence and ability to write clear, well-structured English. On the first day we will cover grammar, punctuation and spelling. On the second day we will work on planning, structuring and editing your letters, emails and other documents. You will cover:

- the basic rules of grammar and punctuation
- keeping it simple: writing in plain English
- how to be concise and get to the point
- improving your spelling
- planning, structuring and proofreading your documents

"I have really enjoyed this course and have got lots of good information to take back to work with me. I will certainly put my skills into practise." **TF, St Andrew's Healthcare**

Report writing skills

1 day 19 November £230** | £340* | £390

For anyone who needs to complete a complex form, write reports for committees or boards or report to funders

Even if you feel reasonably confident about your everyday writing, producing a formal report can be a daunting prospect. Aimed at staff who are competent in basic English, this course enables you to produce reports that are clear, concise and fit for purpose. Over the day you will cover:

- agreeing the brief for the report and knowing your audience
- a formula for preparation
- structuring for success
- the importance of presentation and layout
- how to deal with statistics
- editing and proofreading

"The trainer was first class, knowledgeable and articulate. The whole day has been excellent as all my objectives were met. The course was well worth the money." **MN, Cotsway Housing Association**

Copywriting: promotional and marketing material that gets the response you need

1 day 20 November £230** | £340* | £390

For anyone writing marketing or promotional material, or those who need to write for an external audience

Whether you are writing marketing emails or print material to promote your services and products, you need to write short, sharp copy that makes your readers respond. You will cover:

- using the right copy and tone for the right audience
- what really is in it for them?
- short, clear writing that achieves its aims
- magic words that make your copy come alive
- five things you need to know about web writing
- evaluating your own writing and the writing of others

"I thought the course was to a very high standard. I now have practical tools in mind that I can go away with and use in my everyday working life." **LW, Faber Music Ltd**



Print newsletters that will get read

1 day 27 November £195** | £315* | £365

For anyone planning, writing or editing a newsletter on behalf of their team or organisation

Print newsletters play a central role in building – and keeping – your relationship with your audience. You will learn the tips and techniques that the professionals use to write quickly, creatively and always hit the mark. You will cover:

- audience
- categories of content
- the role of the editor
- sentences and paragraphs
- messages, style and tone
- headlines and photos
- house style, editing, subediting and proofreading
- decisions about design, distribution and evaluation

"The course covered a lot of areas in a clear and easy to understand way. The course and trainer were engaging and made a relatively long day fly by. I would certainly recommend this course to others."

KE, The Insolvency Service

Grammar and punctuation at work

1 day 28 November £215** | £325* | £375

For anyone who wants to go back to basics with their writing

If you are unsure of the rules of grammar and punctuation, or missed out on them at school, this course will fill in the gaps, helping you to become a more fluent and confident writer. You will find out why grammar matters and which bits matter most; how to spot common mistakes and be able to correct them; and when and how to punctuate for clarity and meaning. You will leave with an understanding of the basic principles of grammar and punctuation, and how to apply these to your everyday writing tasks. You will cover:

- the parts of speech
- sentence construction
- the use of verbs and tenses
- the power of punctuation
- capital letters and other style points
- common mistakes and how to fix them

"The trainer was great. I really feel I have a better grasp of writing and am more confident in my writing. The venue was great and the staff were friendly." KK, Management Consultancies Association

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- for every 3 days of training you buy you will **get a 4th day free!**
- **40% discount** on a different course each month in our 'course of the month' offer – see www.the-centre.co.uk to find out this month's course
- **buy training vouchers in advance** and save up to 15%. You can use them whenever you like on whatever courses you want.



For more details on these and other ways to save money, call us on 020 7490 3030, visit www.the-centre.co.uk or email info@the-centre.co.uk



Proofreading

1 day 2 December £230** | £340* | £390



For anyone who needs to improve the accuracy of their writing

Proficient proofreaders make a valuable contribution to their organisation's written material. This course explains general proofreading strategies and provides you with a comprehensive checklist. It will give you a clear understanding of how to proofread, which you will be able to put into immediate practice at work. You will cover:

- spelling and punctuation
- arrangement of paragraphs
- proofreading symbols
- identifying and applying house style
- sense and logic on the page
- ten ways of reading
- 26 cardinal errors (one for every letter of the English alphabet)

"A brilliant and useful course that has encouraged me to do proofreading. The trainer was knowledgeable and friendly and he presented the course well." **JSU, British Heart Foundation**

Writing letters and emails

1 day 2 December £215** | £325* | £375

For anyone who wants to write better letters and emails

Do letters take up too much of your time? Do your emails fall on deaf ears? This course will help you to write more effectively, fluently, clearly and concisely. You will learn how to connect with the reader, get your point across, write action oriented emails, and adapt your style for formal and informal communications. You will leave with a range of useful tips and strategies which will improve your letters and emails at work and save you time. The course will include guidance on:

- planning, structuring, presentation and layout
- writing for different readers and getting the right tone
- getting to the point
- letter-writing conventions and email etiquette
- good beginnings and endings

"The Centre has very pleasant and comfortable surroundings! The course is worthwhile and the handouts given can be referred to constantly." **JW, VolkerWessels**

Writing for the web

1 day 10 December £195** | £315* | £365

For anyone who writes or edits a website

A strong website works for your organisation 24 hours a day. This nontechnical course helps you understand the role of website copy and how it differs from writing for other publications. You will look at the most effective methods of communicating information online, learn the importance of keywords and discover new ways to keep the busy reader interested:

- how websites are read
- planning copy for your site and keywords that search engines love
- short, sharp copy that keep the readers you want
- commissioning and managing content
- the importance of images
- your website as a PR tool

"I gained some extremely valuable tips and advice on how to structure content and tailor it to audiences. The training felt like a really personal experience. The trainer was clearly very qualified with great expertise." **KI, LEPRO**

Writing skills: the basics

1 day 15 December £195** | £315* | £365

For anyone who wants to improve their basic writing skills and learn the rules of grammar, punctuation and clear effective writing

If you write at work but are unsure about the basic rules of writing, or missed out on them at school, this abridged version of the two-day writing course may well suit you. We will use a combination of instruction, discussion and some practical work to help increase your confidence and ability to write clear, well-structured English. You will cover:

- keeping it simple – writing in plain English
- tailoring your writing for your audience
- tips on grammar, punctuation and spelling
- checking and editing your writing
- a personal action plan

"A brilliant course and great trainer. I was kept interested and motivated the entire day. The Centre is a brilliant place where I feel comfortable and confident I will learn." **BS, STOLL Foundation**



➔ How to book

You can book all courses online at www.the-centre.co.uk.

Alternatively you can email your booking to info@the-centre.co.uk or call **020 7490 3030**.

➔ Course fees

**Small charity price applies to registered charities with an annual turnover of less than £3m.

*Not-for-profit price applies to all other charities and all other not-for-profit organisations (including public sector and housing).

Standard price applies to all other organisations.

All fees are subject to VAT.

➔ Payment

Once you have placed your booking we will send you an invoice. Payment must be received at least 24 hours before the date of the training course. If you are booking several courses, payment must be received before the date of the first course. You can call us to make payment by credit/debit card or BACS. Alternatively, you can send a cheque made payable to 'the Centre'.

➔ Special requirements

If you have any individual requirements, such as dietary, access or religious, please contact us and we will make every effort to accommodate them. Contact our Open Programme Manager on **020 7490 3030** or kerry.johnson@the-centre.co.uk.

➔ Confirmation of booking

We will send you a confirmation letter when we receive your booking. Please contact us if you have not received confirmation within five working days of placing your booking.

➔ Cancellation and transfer policy

Cancellations and transfers must be submitted in writing to info@the-centre.co.uk.

- For cancellations four weeks or more before the training day, we will send a full refund.
- For cancellations less than four weeks, but more than seven days before the course, we will refund half the fee.
- For cancellations within seven days of the course, the full fee will be due.
- If you want to transfer to a different day or course, we will be happy to help.
- If you transfer more than one week, but less than three weeks before the start date, a transfer change of £50 plus VAT will be payable for each booking transfer.
- If you transfer less than one week before the course date, the full course fee will be due.

You may only transfer once per booking. If you cancel after transferring, the appropriate fee is due. Please note that non-payment and/or non-attendance does not constitute a cancellation.

➔ The Centre mailings

If you wish to add, edit or remove your details from our mailing list, please email samantha.clegg@the-centre.co.uk. Thank you.



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