

17 years
of performance
enhancing
training



the-centre

for all your **training needs**

Visit us at the
**CIPD Learning
& Development
Show**

stand 411

Early Summer **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!

t 020 7490 3030

f 020 7490 3032

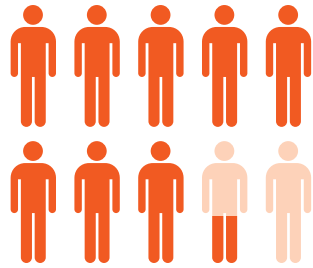
e info@the-centre.co.uk

w www.the-centre.co.uk

➔ CPD approved courses

(CPD) these courses are approved by the Solicitors Regulation Authority for CPD.

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



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



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Moving into management: taking on your first management role **CPD**



2 ½ days 29-30 May follow up 11 July 1.30pm-4.00pm & 25-26 June follow up 20 August 10.00am-12.30pm
£620** | £810* | £910

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 was fast-paced and covered lots of ground. The trainer was enthusiastic and motivational. I feel the course was a great benefit to me and look forward to putting my new skills into practice!"
CC, Concourse Display Management Ltd

Moving up in management: extending your management skills

2 ½ days 12-13 May follow up 27 June 1.30pm-4.00pm
£620** | £810* | £910

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

"I found the trainer to be very engaging and down-to-earth. The course was stimulating and I have lots of tips and tricks to apply as well as a lot of food for thought." LM, The National Theatre

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

2 ½ days 19-20 May follow up 11 July 10.00am-12.30pm
£620** | £810* | £910

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

"This was one of the best courses I have attended. There were lots of good ideas and role-play. The trainer was excellent and very insightful." TM, London School of Hygiene and Tropical Medicine

ILM Management Ladder: the Centre's Endorsed Award



Recognised Provider

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.



Event management: an introduction

1 day 12 May & 16 June £270** | £385* | £430



For administrators and co-ordinators 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, both courses 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.

The introductory course 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 trainer was approachable, clear and steered the course well. The course was a helpful insight and practical perspective on event management – a positive introduction." **KB, Heritage Lottery Fund**

Event management: intermediate

1 day 2 June £270** | £385* | £430

For event managers who want to learn new approaches to managing events

The intermediate course will cover:

- conceptualising an event
- team management
- marketing and innovative promotion
- partnerships and sponsors that strengthen and extend your brand
- evaluation and review

"A good course, great trainer and my overall experience was very positive. The course has provided me with a framework to work with." **AA, Trinity Chapel**

Finance skills for non financial managers

CPD

2 days 14-15 May & 30 June-1 July £495** | £695* | £795

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

"I wanted to get a better understanding of budgets and how to present them. I am now able to understand how to forecast budgets and plan for the next season." **HP, The Football Association**

Budgeting skills for non financial managers

1 day 21 May £270** | £385* | £430

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

"This course really helped me understand the terminology used. It also helped me look at different methods of budgeting. I really enjoyed this course and my experience at the Centre." **SJ, West London YMCA**



Strategic planning and thinking

CPD

2 days 28-29 May £510** | £740* | £840

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. With lots of practical exercises, you will cover:

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

"The course was very good and interactive. There was a lot to take away which I can apply in a meaningful way to my role."

JH, Westminster City Council

Training the trainer

2 days 2-3 June £470** | £690* | £790

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

"An excellent course and trainer. I would absolutely recommend this course and will be introducing it to my organisation. Very valuable!"

CB, Breast Cancer Campaign

Team leader skills: building and leading a high performance team

CPD

1 day 6 June £205** | £305* | £355

For anyone who wants to enhance their team's performance

This course looks at the role of the supervisor in putting together and leading a high performance team. We will explore all aspects of team leadership, including recruitment, personal leadership, managing team communication and dealing with common difficulties faced by team leaders. The course offers a range of tried and tested tools, techniques and models to guide the new and aspiring team leader. You will cover:

- building the perfect team
- managing yourself as team leader
- directing your team's work
- communication and inspiring and motivating your team
- common challenges for team leaders

"This was an excellent course as everything was explained and easy to understand. Some great tips and advice was given. I can't wait to practise what I have learnt." VS, Brompton Bicycle Ltd

Handling difficult people and situations: essential tools

CPD

1 day 9 June £270** | £385* | £430

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 behaviour problems before they happen
- dealing with conflict and aggression
- how to build your confidence and assertiveness

"This course has given me great insight into the way I am perceived and how to improve my communication skills. I would recommend the course and the Centre." RM, Earth Trust



Project management

CPD

2 days 10-11 June £590** | £790* | £890

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

"The course gave me really useful insight into the overall development, implementation and evaluation of a project. The trainer was perfect – really engaging, listened to us all and gave really good, relevant examples at each stage." HT, Prostate Cancer UK

Managing volunteers

1 day 12 June £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

"The trainer was very knowledgeable. She made the content relevant to all the participants and provided useful tools and suggestions." CR, Sue Ryder

Personal development review: manager's tool kit

NEW

1 day 17 June £195** | £315* | £365

For managers who want a tool kit of skills and strategies to motivate and inspire their staff through meaningful appraisals

This course will help you to motivate staff to view their review process as a valuable tool for assessing their performance. You'll learn why skilled and meaningful appraisals are key to organisational success and how to make sure that your system is fit for purpose. You will cover:

- why hold review meetings?
- the ingredients for effective personal development reviews
- developing objectives
- the psychology of appraisals
- giving and receiving feedback
- individual action plan

Marketing in the not-for-profit sector: a beginner's guide

1 day 18 June £195** | £315* | NA

For anyone working in the voluntary sector who wants to understand the basics of marketing

If you have ever wondered what marketing is all about and how it can help your organisation then this is the course for you. It will give you a good grounding in the marketing fundamentals necessary to research, plan and develop your own marketing strategy and help your organisation grow. You will cover:

- why marketing?
- the value of market research and targeting
- brand values and brand positioning
- the marketing mix
- advertising, promotion and public relations

"I will use all the ideas I have gained from this course to draft a marketing plan and pitch this to other members in the charity." AA, Lasa



Supervision skills

CPD

2 days 19-20 June £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

"The course was very informative, relevant and engaging. I got lots of practical skills to use in the workplace." **LK, Central Health**

Women in management and leadership

1 day 24 June £215** | £325* | £375

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'

"The session was very insightful and motivating, especially as I am at the beginning of my career ladder. It helped me clarify a few areas I had concerns over ie work/life balance."

TA, Financial Services Compensation Scheme

Negotiation skills

1 day 4 July £205** | £305* | £355

For anyone whose work involves negotiation or persuasion - with individuals or in groups

This course will help you understand the process of negotiation – how to prepare, having clear aims and objectives, how and when to use different negotiating styles, strategies and tactics. It will give you the confidence to be a successful negotiator. You will also have the opportunity of practising your new skills with video feedback. Over the day you will cover:

- your values and how they impact on your negotiations
- what does win:win really mean?
- preparing for a negotiation
- conducting a negotiation
- skills you will need as a negotiator

"An excellent blend of tuition and role play - the sessions flowed easily and were relevant and easy to understand." **YD, Hive**

Monitoring, evaluation and impact assessment

1 day 7 July £215** | £325* | £375

For anyone with responsibility for making things happen in their workplace

The pressures for "change", "getting results" or "having an impact" are ever-present in today's workplace. Whether you manage projects, make changes or develop new initiatives, you need to demonstrate that you are making a difference. This course enables you to build monitoring and evaluation systems into your plans from the outset. You will cover:

- impact assessment as part of the project lifecycle
- the difference between outputs and outcomes
- the types of information you need, and how and when to get them
- terms of reference for monitoring or evaluation
- the six key questions you will want to ask
- how to demonstrate success and use the lessons learnt

"I was provided with tools that I can see myself using right away. I feel there is a lot I am taking away and can share with my colleagues." **PM, London Borough of Hammersmith and Fulham**



Time management for managers: work smarter, not harder

CPD

top seller

1 day 16 May & 23 June £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

"This was a really good course. I got lots of good, practical, realistic advice. The Centre, as always, was excellent."
HG, Association of Colleges

Personal effectiveness: be more confident at work

2 days 19-20 May £425** | £655* | £755

For anyone who wants to improve their workplace confidence

This practical course will help you find confidence in a range of situations at work – speaking up in meetings, giving presentations, attending networking events, or just generally feeling more confident within a group. We will look at some of the general issues around assertiveness and apply these to specific tasks and workplace situations. You will cover:

- communicating in an assertive way
- confidence on the telephone and representing your organisation
- giving talks and presentations: one:one or to a large group
- negotiation skills and communicating difficult messages
- assertiveness in dealing with senior managers and saying "no"

"A really good course. The trainer was excellent – very approachable and knowledgeable. I got lots of tips that I will put into practice next week!" GH, Farm Africa

Assertiveness skills: a practical approach

top seller

1 day 4 June & 8 July £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

"The course was really well structured and got to the root of behavioural styles and why people act and interact the way that they do. I felt very relaxed and free to discuss everything."
RS, Royal College of Art

Time management for administrators: managing time and workload

1 day 13 June £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

"The course content was first class – it gave me lots to think about. The trainer was brilliant, focussed on everyone's problems, and was inclusive of everyone. I've been on lots of training courses before, but found today's invaluable." PF, Sayer Vincent





CIPD Learning & Development Show, Olympia

Visit us at stand 411



Join us at the leading event for L&D professionals on 30 April-1 May 2014. With over 17 years of experience the Centre staff and expert trainers will be at stand 411 to offer advice and help you find the best solutions for your training requirements.



FREE TOPIC TASTER

Making Mindfulness Work – a masterclass of mindfulness at work

30 April 2014 @ 12:15 -12:45pm

As well as experts on hand, there will be a prize draw to win over **£1,000 worth of in-company training, discount vouchers and tasty freebies!**

See our trainer, business psychologist Gill Thackray, present a mindfulness workshop to help reduce stress, enhance performance, and increase emotional intelligence, employee engagement, productivity and happiness.

Minutes: taking and writing effective minutes



1 day 22 May & 17 June & 10 July £270** | £385* | £430

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

"A very good course. It gave clarity on a lot of questions and was very informative. I was given useful tips and guides to take back and apply to my next meeting." MM, Universities UK

Customer care and telephone skills

1 day 4 June £215** | £325* | £375

For anyone who comes into contact with customers – on the telephone or in person

Everyone in an organisation is responsible for customer care. Good customer care depends on staff acting with professionalism and self-confidence. This course will ensure you can establish customer needs and handle tricky situations – that is, give good customer service. You will cover:

- listening skills
- how do you want your customers to see your organisation?
- providing a good service in person and on the phone
- telephone do's and don'ts
- assertiveness and personal presentation
- dealing with difficult customers and complaints

"I've learnt new ways to talk and deal with different situations. I found the course interesting and the trainer helpful, active and knowledgeable." AM, The Lansdowne Club

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

2 days 11-12 June & 8-9 July £425** | £655* | £755

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

"I really enjoyed the course and found it really helpful to me as a beginner. It has made me feel more confident in going back to work. I thought the trainer was excellent and I found her advice invaluable." KDA, Macmillan Cancer Support

Essential skills for administrators

1 day 25 June £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

"I think this course was very beneficial for my role. The trainer was excellent and I have learnt a lot of new things today that will help me in my day-to-day duties at work." CH, Home Group Ltd



Presentation skills: extending your public speaking skills

CPD

2 days 13-14 May £510** | £740* | £840

For more experienced presenters looking to refresh and sharpen their skills

These days, most of us have to give presentations, and most of us would like to stand out from the crowd – to give memorable presentations that really touch the audience. This course will help you find a unique, compelling style, building on the skills you have and enabling you to be a highly effective spokesperson. You will cover:

- the basis of an excellent presentation
- attention grabbing openings and strong closings
- presenting with increased confidence and effect
- developing an inspirational personal style
- reinforcing and improving on your current skills

"I really enjoyed this practical course. I felt at ease straight away and the staff were welcoming and friendly. The trainer was knowledgeable and offered realistic, practical examples." **AM, Mothers' Union**

Communication in the workplace

1 day 21 May £195** | £315* | £365

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

Whether it's writing an e-mail 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

"I found the course very informative and enjoyed the group exercises. I particularly found the advice on how to make communication clearer and more efficient of great help; I will certainly be picking up the phone more from now on!" **DS, Healthy Planet**

Presentation skills: making effective and confident presentations

CPD

top seller

1 day 3 June & 23 June £270** | £385* | £430

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, including video and feedback. 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

"Fantastic. The trainer was knowledgeable, welcoming and encouraging – everything I could have hoped for. Overall, I feel like I've faced down some fears and feel really encouraged to do more." **SM, Diabetes UK**

Neuro Linguistic Programming (NLP)

NEW

1 day 5 June £215** | £325* | £375

For those who want to understand what NLP is all about and practice new techniques in a fun and supportive setting

Neuro Linguistic Programming (NLP) offers a set of psychological tools to develop yourself both professionally and personally. This course will introduce you to NLP offering a mix of experiential activities, demonstrations, an introduction to key NLP models of change and an opportunity for some discussion and questions. Over the day you will cover:

- the history and basis of NLP
- how we perceive the world and why that affects our results
- how to create and maintain genuine rapport
- increase your influence
- how to create positive change in yourself and others
- enhance your self confidence



Influencing skills

CPD

2 days 18-19 June £510** | £740* | £840

For people who need to shape opinions and change minds

Influencing skills are indispensable in modern organisations. Command and control structures have given way to less hierarchical, cross team working where you get things done by inspiring and persuading. You will cover:

- style – recognising different influencing styles and when to use them
- skills – assertiveness; listening, negotiation and meeting skills
- strategies – clarity about aims, balance of power, identifying friends and opponents, message development
- attitudes and understanding – different organisational cultures, relationship management, handling conflict
- personal impression management – making an impact

"I thought the course was very well structured and the trainer was excellent. The course allowed me to think a little more analytically in approaching future challenges." **SD, ActionAid UK**

Internal communication

1 day 24 June £230** | £340* | £390

For those who want to improve the internal communication in their organisation

Successful internal communication lies at the heart of any thriving organisation. It helps involve and motivate staff and makes a big contribution to effective external communication. If people don't communicate well teams soon feel out of touch and uninformed. This course will provide you with lots of practical tips for improving the way in which people relate and process information and you will leave the course with ideas to implement on your return to your organisation. You will cover:

- the communication culture of your organisation
- how to conduct an internal communications audit
- developing an internal communications action plan
- monitoring and evaluating your internal communication

"The trainer was great – engaging, encouraging, helpful and made the content relatable and easy to understand. There was a lot of practical advice and tips." **LJ, Heineken UK**

Managing a media crisis

NEW

1 day 2 July £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

Handling the press and media

1 day 9 July £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

"A very good course that has improved my communications knowledge – especially my understanding of crisis management." **MC, Dignity in Dying**



Report writing skills

1 day 15 May & 26 June £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 made everyone feel incredibly welcome and set a comfortable atmosphere from start to finish. What could be quite a dry subject was made into an incredibly useful and interesting one."
EP, British Heart Foundation

Grammar and punctuation at work

1 day 28 May £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 very knowledgeable and explained the course in ways that I will remember back in the workplace."
TB, Rose Bruford College

Writing letters and emails

1 day 30 May £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

"I really enjoyed the course. The trainer was very pleasant and her presentation of the information was very clear and easy to understand." JE, BAM Nuttall Ltd

Email newsletters and bulletins

1 day 5 June £195** | £315* | £365

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

Your audience are deleting more and more of their inbox. So how can you make sure your electronic newsletter gets opened and read? This course breaks down the essentials of a successful newsletter so that you get your message across to your audience and motivate them to act now. Using writing exercises, examples and group discussion you will cover:

- subject lines and the 'from' address
- images – when and how to use them
- writing content your audience want to share
- the secrets of quality copy
- writing for the screen
- a formula for the first paragraph
- writing good, short, clear pieces
- interactivity and driving traffic back to your website

"I wanted to become more confident in my communication skills and this course exceeded my objectives. The course was brilliant in every sense." CR, QA Partner Solutions



Writing speeches: keynotes, presentations and special occasion addresses

1 day 10 June £215** | £325* | £375

For anyone who is involved in the creation of speeches

With a little coaching and preparation, most people can deliver a speech, but few can actually write a good one. A well-written and well-delivered speech can be a forceful medium for promoting an organisation and a powerful way to communicate messages. In this interactive workshop, learn simple skills to help you to write for the ear, not the eye. You will acquire user-friendly techniques for researching and composing speeches to engage, inform, entertain and motivate listeners. You will cover:

- researching and outlining your speech and setting objectives
- developing the best speech structure
- writing with the audience in mind
- crafting powerful openings and memorable conclusions
- anticipating questions and crafting answers with brevity and impact

"The course was excellent and I would recommend it to my colleagues. The trainer was knowledgeable, engaging and has given me increased appetite and confidence for future speeches."

PS, WRAP UK

Writing skills: the basics

1 day 27 June £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

"I was sent on this course by my manager expecting it to be awful... however, it was brilliant! The course was really useful and kept me engaged. I think I will definitely come back from some more training."

ABY, Pop Up Projects CIC

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

1 day 3 July £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
- 5 things you need to know about web writing
- evaluating your own writing and the writing of others

"The trainer was very engaging and interested in what we had to say. I feel like I have tools which I can take away with me and now use."

RK, EC Harris

Advanced writing skills

1 day 7 July £195** | £315* | £365

For people who write for business and pleasure and who want to hone their methods of preparation, composition and revision

A day trip through the jungle of English prose style that shows some of its great beauties and helps delegates to reproduce them in their own work. The itinerary also points out some of the most dangerous areas and maps safe detours. The course includes practical exercises and allows time for detailed consideration of delegates' previously submitted work. You will cover:

- good and bad writing: differences and some amazing similarities
- planning and structure
- identifying and achieving the desired outcome
- methods of persuasion
- ambiguity: mistake or deliberate strategy?
- tone neutral: its desirability, even in polemics, and how to achieve it
- house style, indexing and referencing

"I wanted to improve my writing and understanding of grammar. This course was excellent – great content, communication, engagement and feedback." LA, OCn London



➔ 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 do 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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