



MASTER CLASSES FOR SOCIAL ENTERPRISES COMING TO WEST CUMBRIA in MARCH

MARKETING Master Class: Friday 12th March 2010

You will have the opportunity to re-evaluate your organisation's own marketing strategy, make improvements and consider new marketing techniques where necessary. You will have a greater awareness of proactive and reactive messaging and will be able to explain the benefits of having a clear message aimed at a specific audience.

Trainer, Alistair Clarke has presented media training seminars for more than 15 years, mainly to public sector bodies - like health trusts and senior investigating police officers - but also major private clients including management at Tesco, Knight Frank and MPs. Alistair has first-hand knowledge of the social enterprise sector as a director of a social enterprise, Tick the Publicity Box cic See <http://www.publicitybox.co.uk/index.html>

STRATEGIC Business Planning: Friday 26th March 2010

You will be taken through SOAR - a strategic planning framework with an approach that focuses on strengths and seeks to understand the whole system. It focuses on what an organisation is doing right and what could be enhanced. Evidence so far indicates that using SOAR delivers more robust and creative business planning.

Trainer, Tim Slack has worked in youth work and regeneration for over 30 years. He is an experienced group and whole systems facilitator. Tim runs, Appreciating People a Management and Development Consultancy specialising in organisation development through working from a strength based approach and undertaking whole system change. See <http://www.appreciatingpeople.co.uk>

These two Master Classes have been highly rated by social enterprises in the North West

Both Master Classes will be held at: **Derwent & Solway Housing Association, Stoneleigh, Park End Road Workington, Cumbria, CA14 4DN**

Time: **9.30 – 4.30**

Delegate places are fully funded by the Cumbria Social Enterprise Partnership but hurry, places are limited.

To book e-mail viv@secod.coop please mention any special dietary requirements

For more information Phone 019317133335

Organised by
secod
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