

Training Programme January — February 2012

Social Media Marketing Made Easy 3rd February 2012, 9.30am – 4.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

This popular workshop helps you get the most out of social media and covers:

- What is social media?
- Tier one and tier two social media sites
- Setting up social media accounts correctly
- Managing social media, tracking and keywords
 - Building an online following
- What to write, when, and how to write it
 - Your social media action plan

Previous attendees have provided excellent feedback and would recommend this course!

Early Bird Rate £77 + VAT (Book before 6th January 2012)

Normal rate £99 + VAT

NEW

Develop new products and services to increase income

15th February 2012, 9.30am – 4.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

This course will help you:

- Turn your organisational assets into income
- Understand market opportunities
- Cost and price your products and services
- Market and sell your products and services

Early Bird Rate £77 + VAT (Book before 13th January 2012)

Normal rate £99 + VAT

NEW

How to write a press release

23rd February 2012, 9.30am – 12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

Find out how to write a press release that will get you noticed. Learn which common mistakes to avoid and what to do to make journalists happy. If you need to boost your media presence in 2012, this is the course for you!

Price— £49 + VAT

All prices quoted are subject to VAT at the current rate.

All training will take place at iSE, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

To book onto any of these training courses, please complete the attached booking form. Alternatively contact Debbie Bailey on 0121 771 1411 or

debbie.bailey@i-se.co.uk



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Starting out in Social Enterprise

These three workshops have been specially designed to help those thinking about starting a social enterprise move their idea forward.



If you book on all three of the workshops you get the third half price!

Starting a Social Enterprise

18th January 2012 - 9.30am—12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

By starting your own social enterprise you can be your own boss, address a need in your community, gain skills and experience and address a social concern. This workshop will give you an introduction on where to begin, how to do it, and what to do next.

Price—£49 + VAT (or book with Legal Structures & Business Planning and get one half price!)

Legal Structures

25th January 2012 - 9.30am—12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

This workshop will help you navigate the wide range of legal structures and governance arrangements that enable you to make the right decisions as you take your enterprise forward.

Price—£49 + VAT (or book with Starting a Social Enterprise & Business Planning and get one half price!)

Business Planning

2nd February 2012 - 9.30am—12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

This workshop is designed for those who have a basic understanding of what a social enterprise is, but want practical support on how to develop a business plan and prepare for the future.

Price—£49 + VAT (or book with Starting a Social Enterprise & Legal Structures and get one half price!)

To book onto any of these training courses, please complete the attached booking form.
Alternatively contact Debbie Bailey on 0121 771 1411 or debbie.bailey@i-se.co.uk



Developing an Internship

31st January 2012—9.30am—12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

Taking on an intern can seem daunting. How will you manage their time? Are there hidden HR and legal issues? How do you develop an intern training programme? How will your organisation benefit? This workshop shows you the best way to recruit an intern, how to build connections directly with universities, as well as how to time manage and ensure both the intern and you are getting the most out of the experience.

With guest speakers from HR expert Jan Golding and Andy Newnham, Internship Officer from the University of Birmingham, this is an event not to be missed!

Price - £49 + VAT



UNIVERSITY OF
BIRMINGHAM



Becoming an Employer—what you need to know

1st February 2012—10.00am—12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

Taking on a new employees? This session will cover the basics of Pay as You Earn (PAYE) and when you pay what is due.

HMRC in conjunction with iSE are offering this session **free of charge!** Places are limited so please book early to avoid disappointment.



Externalisation:

Public sector to social enterprise

8th February 2012 9.30am—12.30pm

iSE, Avoca Court, 23 Moseley Road, Digbeth, Birmingham, B12 0HJ

Have you thought about turning the services you deliver into a social enterprise? If yes, this is the course for you! This course will cover:

- Understanding Social Enterprise
- Business Planning
- Social Mission
- Legal Structures
- Staff Consultation
- Risk & Liabilities
- General Advice Session
- TUPE & Pension Advice

Early Bird Rate £77 + VAT (Book before 6th January 2012)

Normal Rate £99 + VAT