

# FORTHCOMING WORKSHOPS

FAX BACK TO 01444 871095

THESE WORKSHOPS ARE FREE TO ALL PARTICIPANTS AND THOSE MARKED \* ARE SUPPORTED BY THE LEARNING AND SKILLS COUNCIL.

IF YOU'D LIKE TO LEARN MORE ABOUT SPECIFIC FIELDS OF MARKETING AND PRODUCTION, WE ARE PLANNING A SERIES OF WORKSHOPS WITH YOU IN MIND. TELL US WHAT INTERESTS YOU BY PRINTING OUT THIS SHEET, TICKING THE BOXES, COMPLETING THE FORM AND FAXING IT BACK.

WORKSHOP DATES AND TIMES MAY BE SUBJECT TO CHANGE.

**\* MARKETING IDEAS – WHAT'S BEHIND THEM AND HOW TO IMPLEMENT THEM**

Introducing the key criteria by which effective marketing is developed and produced.

**17 June 2003** 1400-1700 Brighton Marina Yacht Club

**PRINT OUTSIDE – EXPLOITING EXTERNAL DISPLAY OPPORTUNITIES**

Describing what's new in materials, processes and opportunities for external display.

**20 June 2003** 1400-1700 Brighton Marina Yacht Club

**HOW PRINT WORKS – UNDERSTANDING THE PROCESS, WHAT ADDS TO COSTS AND WHAT CAN GO WRONG!**

Enabling buyers of print to more effectively manage the print process, minimise costly correction costs and maximise budget.

**24 June 2003** 1400-1700 Quentin Press, Burgess Hill

**\* IT'S GOOD TO TALK**

Providing an understanding of why internal communications in business is important at all levels.

**27 June 2003** 1400-1700 Brighton Marina Yacht Club

**DECODING DIGITAL FILE FORMATS**

Knowing which file format does what and the benefits and pitfalls of e-tools.

**1 July 2003** 1400-1700 Brighton Marina Yacht Club

**PRODUCING EFFECTIVE NEWSLETTERS – FROM WRITING ARTICLES AND TAKING PICTURES, TO DESIGN AND PRINT**

Introducing the key criteria by which effective newsletters are developed and produced.

**4 July 2003** 1400-1700 Brighton Marina Yacht Club

**\* COMMUNICATIONS PLANNING**

Providing an understanding of why planning communications is critical to business success. This class will sow a seed for someone in a supporting role who wants to be more inventive and 'make a difference' in their job.

**8 July 2003** 1400-1700 Brighton Marina Yacht Club

**\* HOW TO BUY DESIGN AND PRINT**

Providing a basic understanding of what to consider when commissioning design and print.

**15 July 2003** 1400-1700 Brighton Marina Yacht Club

OUR EXPERTISE COVERS:

- BRANDING AND IDENTITY
- COPYWRITING
- CORPORATE DIGITAL VIDEO
- DIGITAL PRINT
- DISTRIBUTION MANAGEMENT
- EXTERNAL BUILDING AND VEHICLE GRAPHICS
- GO-TO-MARKET STRATEGY
- GRAPHIC DESIGN
- HIGH END DIGITAL PHOTOGRAPHY
- LITHO PRINT
- PC MAINTENANCE
- PERMANENT AND PORTABLE DISPLAY SYSTEMS
- PUBLIC AND PRESS RELATIONS
- TYPOGRAPHY
- WEB COMMUNICATIONS

**NAME** \_\_\_\_\_ **COMPANY NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**TELEPHONE EMAIL** \_\_\_\_\_

**SUGGESTIONS FOR OTHER WORKSHOP TOPICS. I WOULD LIKE TO LEARN MORE ABOUT...**

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THE MARKETING ANSWERS TEAM