

A one day training course organised by  
Develop & Voluntary Action Kennet

## Effective Marketing & PR for Charities/Voluntary Sector

### ***Training Course***

Date: Thursday 18th March

Venue: Develop, Chippenham

Time: 9:30am - 4:30pm

Cost: £50 (members) / £70 (non-members)

### **Course Details:**

The course is aimed at people with limited knowledge of marketing and PR and how best to publicise their organisation or group.

We won't turn you into a marketing guru, but we will cover the basics so that you will be able to plan a marketing campaign, write a press release, establish and maintain your brand image, produce a great newsletter or information leaflet and understand what makes a great website.

You will learn the following;

- How to identify your target audience, understand your USP and write a marketing plan.
- The secrets behind creating and maintaining a brand image and identity.
- A simple formula that will help you get your organisation's name and news into the media.
- The five secrets you need to know to produce a great information leaflet.
- How to produce a newsletter that will be read from cover to cover.
- What makes a great website.

**Booking: 01249 654089 / [www.developecs.org.uk](http://www.developecs.org.uk)**