



summary of training

		Sales & Marketing		Members	Non-Members
JAN 2012	Fri 27th	<p>Professional and practical telephone skills 09:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>When asked, the majority of people will say that they prefer to communicate face to face. Others revert to the email as a means to feel more in control of the communication. This session explores the role, importance and power of the telephone as an alternative means of effective communication</p>	£120.00	£240.00	
FEBRUARY 2012	Wed 1st	<p>Grow your business through effective marketing 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>A half-day interactive workshop that will show you how to grow your business by making the most of your marketing budget</p>	£60.00	£120.00	
	Wed 1st	<p>Easy ways to boost sales results and confidence 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>An interactive workshop will show you how to use practical sales skills and confidence boosters to improve your personal or business sales results</p>	£60.00	£120.00	
	Thu 2nd	<p>Free publicity and what it can do for your business 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>This workshop will teach you top tips and techniques for getting free publicity in the media. Identify your company's "Wow" story and learn how you can use this to your advantage</p>	£60.00	£120.00	
	Thu 2nd	<p>How to turn your website into a powerful business tool 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>This half-day interactive workshop will explore the impact that a good website can have upon your business</p>	£60.00	£120.00	
	Fri 3rd	<p>Tools and techniques on Search Engine Optimisation for your business 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>How to use SEO to EXPLODE your sales and profits, get customers by the bucket load, and keep them coming back for more</p>	£60.00	£120.00	
	Thu 16th	<p>How to provide excellent customer service 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>Making sure every contact with a customer strengthens the relationship, retains the business and creates recommendations</p>	£60.00	£120.00	
	Thu 23rd	<p>Professional selling skills for success 09:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS</p> <p>This day course is one that will provide a return on investment in double quick time. It will focus on improving your conversion rate and value per sale – in other words more value from the effort you put in</p>	£120.00	£240.00	
MARCH 2012	Fri 9th	<p>Tools and techniques on Search Engine Optimisation for your business 09:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK</p> <p>How to use SEO to EXPLODE your sales and profits, get customers by the bucket load, and keep them coming back for more</p>	£60.00	£120.00	
	Thu 15th	<p>How to provide excellent customer service 09:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK</p> <p>Making sure every contact with a customer strengthens the relationship, retains the business and creates recommendations</p>	£60.00	£120.00	
	Thu 22nd	<p>Professional and practical telephone skills 09:00 - 16:30 IT Centre, York Science Park, Innovation Way, YORK</p> <p>When asked, the majority of people will say that they prefer to communicate face to face. Others revert to the email as a means to feel more in control of the communication. This session explores the role, importance and power of the telephone as an alternative means of effective communication</p>	£120.00	£240.00	

All prices include VAT at 20%

summary of training

		Social Media		Members	Non-Members
JANUARY 2012	Thu 19th	Taster event - An introduction to LinkedIn 9:30 - 10:30 White Rose House, 28a York Place, LEEDS A taster event on the basics of LinkedIn and how it could benefit you and your company	£12.00	£24.00	
	Tue 24th	How to generate more new business through LinkedIn 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Want a free and painless way to connect with the right clients and do more business using LinkedIn? This workshop will give you clear instructions and hands on help so that you become a competent user of LinkedIn and find more business. Ideal for if you are new to LinkedIn or a more regular user.	£60.00	£120.00	
	Tue 24th	Using Twitter to build stronger business relationships 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS Heard about Twitter but don't have a clue what it can be used for? Or maybe you have already sent a few tweets? This workshop will show you how to make Twitter work for your business.	£60.00	£120.00	
	Tue 31st	Social Media Strategy Briefing - The Implications 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Our Social Media Strategy Briefing Session is the first step in providing key individuals within your organisation with a greater awareness and understanding of social media and the impact it is having on the performance of the business	£60.00	£120.00	
FEBRUARY 2012	Tue 7th	How to generate more new business through LinkedIn 09:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK Want a free and painless way to connect with the right clients and do more business using LinkedIn? This workshop will give you clear instructions and hands on help so that you become a competent user of LinkedIn and find more business. Ideal for if you are new to LinkedIn or a more regular user	£60.00	£120.00	
	Tue 7th	Using Twitter to build stronger business relationships 13:30 - 17:00 IT Centre, York Science Park, Innovation Way, YORK Heard about Twitter but don't have a clue what it can be used for? Or maybe you have already sent a few tweets? This workshop will show you how to make Twitter work for your business.	£60.00	£120.00	
	Tue 14th	How to generate more new business through LinkedIn 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Want a free and painless way to connect with the right clients and do more business using LinkedIn? This workshop will give you clear instructions and hands on help so that you become a competent user of LinkedIn and find more business. Ideal for if you are new to LinkedIn or a more regular user	£60.00	£120.00	
	Tue 14th	Facebook Pages Training Workshop 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS This hands-on workshop introduces the individual and company to Facebook Pages; from basic set-up through to successful community building and management. Gain the confidence to build your presence and grow your fan base whilst gaining valuable insights to implement into your marketing strategy	£60.00	£120.00	
	Tue 21st	Taster Event - An Introduction to Twitter for Business 10:00 - 11:00 IT Centre, York Science Park, Innovation Way, YORK A taster event on the basics of Twitter and what it can be used for	£12.00	£24.00	
	Wed 22nd	LinkedIn – The complete business workshop 09:00 - 16:30 IT Centre, York Science Park, Innovation Way, YORK Do you need to understand how to navigate your way around LinkedIn and also how to go beyond this level and become a super user to find more new clients? This full day, hands-on workshop will show precisely how to achieve these aims	£120.00	£240.00	
MARCH 2012	Thu 2nd	Taster Event - An Introduction to Twitter for Business 15:30 - 16:30 White Rose House, 28a York Place, LEEDS A taster event on the basics of Twitter and what it can be used for	£12.00	£24.00	
	Tue 6th	How to generate more new business through LinkedIn 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Want a free and painless way to connect with the right clients and do more business using LinkedIn? This workshop will give you clear instructions and hands on help so that you become a competent user of LinkedIn and find more business. Ideal for if you are new to LinkedIn or a more regular user	£60.00	£120.00	
	Tue 6th	Using Twitter to build stronger business relationships 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS Heard about Twitter but don't have a clue what it can be used for? Or maybe you have already sent a few tweets? This workshop will show you how to make Twitter work for your business.	£60.00	£120.00	



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		Leadership		Members	Non-Members
JAN 2012	Wed 25th	The managerial route map to excellence 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS This course is for managers who aspire to excellence and will help to plan their leadership journey		£60.00	£120.00
	Wed 25th	Unleash the power of your team 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS Great teams deliver great results and this workshop will help to motivate your team to deliver the high performance outcomes you need		£60.00	£120.00
FEBRUARY 2012	Mon 6th	Coaching skills for managers 09:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Learn how to use coaching effectively with individuals and teams to deliver positive business results		£120.00	£240.00
	Wed 15th	Taking the stress out of absence management 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS A practical guide for managers on how to manage stress absence in the workplace with confidence		£60.00	£120.00
	Thu 16th	Leading and managing - the essential skills for building up a business 13:30 - 17:00 Leeds Metropolitan University, Old Broadcasting House, LEEDS The aim of this course is to equip participants with an appreciation of leadership and management so that they can fulfil their role in the organisation more effectively		£60.00	£120.00
	Mon 20th	Mentoring skills for managers 09:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Develop your own mentoring style and learn how to support and inspire your people		£120.00	£240.00
MARCH 2012	Wed 7th	Taster Event - General Introduction to Coaching 11:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Taster event to understand the basics of coaching and what it could do for you		£12.00	£24.00
	Mon 12th	How to make performance appraisals motivational 09:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK Learn how to structure an appraisal to develop your team and motivate them to achieve		£60.00	£120.00
	Thu 15th	Leading and managing - the essential skills for building up a business 13:30 - 17:00 IT Centre, York Science Park, Innovation Way, YORK The aim of this course is to equip participants with an appreciation of leadership and management so that they can fulfil their role in the organisation more effectively		£60.00	£120.00
	Wed 21st	Taking the stress out of absence management 09:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK A practical guide for managers on how to manage stress absence in the workplace with confidence		£60.00	£120.00
	Tue 27th	The managerial route map to excellence 09:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK This course is for managers who aspire to excellence by and will help plan their leadership journey		£60.00	£120.00
	Tue 27th	Unleash the power of your team 13:30 - 17:00 Venue IT Centre, York Science Park, Innovation Way, YORK Great teams deliver great results and this workshop will help you motivate your team to deliver the high performance outcomes you need		£60.00	£120.00
		Personal Development		Members	Non-Members
JANUARY 2012	Mon 16th	Taster Event - Business Acumen 11:00 - 12:30 IT Centre, York Science Park, Innovation Way, YORK Understand how companies make money and translate a compelling vision into an actionable strategy		£12.00	£24.00
	Mon 23rd	Assertiveness workshop 9:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Learn techniques on how to be assertive, set effective boundaries, have difficult conversations and be able to say no when needed		£120.00	£240.00
	Mon 23rd	Assertiveness workshop 9:00 - 16:30 IT Centre, York Science Park, Innovation Way, YORK Learn techniques on how to be assertive, set effective boundaries, have difficult conversations and be able to say no when needed		£120.00	£240.00
	Thu 26th	How to be a confident networking Ninja 09:00 - 12:30 The New Ellington Hotel, 23 York Place, LEEDS Build your confidence, decide your strategy, and learn to love networking		£60.00	£120.00

summary of training

		Personal Development continued		Members	Non-Members
FEBRUARY 2012	Wed 8th	Taster event - Business acumen 11:00 - 12:30 White Rose House, 28a York Place, LEEDS Taster event to understand how companies make money and translate a compelling vision into an actionable strategy		£12.00	£24.00
	Fri 10th	Business acumen workshop 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Understand how companies make money and translate a compelling vision into an actionable strategy		£60.00	£120.00
	Mon 27th	Interview Excellence – how to perform well at interview 09:00 - 12:30 The New Ellington, 23 York Place, LEEDS Gain knowledge of competency based interviews, improve confidence and be successful at interviews		£60.00	£120.00
	Mon 27th	Improving your organisational and accuracy skills 13:30 - 17:00 The New Ellington, 23 York Place, LEEDS Master organisational skills at work to give you an opportunity to be more effective and increase productivity		£60.00	£120.00
	Tue 28th	Practical presentation skills training 09:00 - 16:30 IT Centre, York Science Park, Innovation Way, YORK How to optimise personal style with practical techniques to engage your audience		£120.00	£240.00
	Wed 29th	How to be a confident networking ninja 13:30 - 17:00 IT Centre, York Science Park, Innovation Way, YORK Build your confidence, decide your strategy, and learn to love networking		£60.00	£120.00
	MARCH 2012	Mon 5th	Practical presentation skills training 09:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS How to optimise personal style with practical techniques to engage your audience		£120.00
Mon 12th		Business acumen workshop 13:30 - 17:00 IT Centre, York Science Park, Innovation Way, YORK Understand how companies make money and translate a compelling vision into an actionable strategy		£60.00	£120.00
Wed 14th		How to be a confident networking Ninja 09:00 - 12:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Build your confidence, decide your strategy, and learn to love networking		£60.00	£120.00
Mon 26th		Assertiveness workshop 09:00 - 16:30 Leeds Metropolitan University, Old Broadcasting House, LEEDS Learn techniques on how to be assertive, set effective boundaries, have difficult conversations and be able to say no when needed		£120.00	£240.00
Mon 26th		Assertiveness workshop 09:00 - 16:30 IT Centre, York Science Park, Innovation Way, YORK Learn techniques on how to be assertive, set effective boundaries, have difficult conversations and be able to say no when needed		£120.00	£240.00

To book an event or for further information contact:

All prices include VAT at 20 %

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