

# Marketing Workplace LLN



This course is part of a portfolio of one-day courses furthering expertise in specific aspects of workplace language, literacy and numeracy (LLN). This specialist workplace LLN course will explore how you can develop the marketing activities within your practice, advance your understanding of marketing planning and support you in delivering 'Skills for Life' – the national adult literacy and numeracy strategy.

## Course overview

### **Making the workplace LLN business case**

Discover what the real benefits of workplace LLN are to organisations. Also, what marketing materials are available from national agencies concerned with language, literacy and numeracy to help you make the business case to employers.

### **The marketing process**

Learn about targeting specific 'segments' of the market, basic market research techniques, getting the 'marketing mix' right, building partnerships, direct marketing methods and more.....

### **Developing a marketing plan**

One of the most crucial elements in all marketing is planning. Begin to develop a realistic and targeted marketing plan for your organisation.

### **Basic principles of design**

We outline the basic principles of good design and look at creating effective promotional materials to meet your needs.

## Outcomes

Participants will gain:

- An awareness of the business benefits of LLN training
- Skills for making the case for LLN training to employers
- Knowledge of basic marketing principles and materials

## Who should attend?

This course is open to anyone with a professional interest in the delivery of workplace LLN.

## To register:

To register your interest in attending this course, please contact:

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One Day

Professional Development



## Why attend a professional development course?

One of the primary activities of the Professional Development Team is the development and delivery of courses for providers and other professionals involved with workplace language, literacy and numeracy (LLN).

As well as our Level 4 course, Skills for Life in the Workplace, which can lead to the Breaking Down Barrier (BDB) certificate, we also have a portfolio of over 20 specialist half-day, one-day and two-day courses. We pride ourselves in providing quality flexible training solutions and have a team of experienced developers who can devise a course tailored to your needs. But why should you attend?

Attending any of our courses will provide you with specialist LLN knowledge, such as knowledge on workplace materials development and workplace curriculum issues. Participants are not only provided with an opportunity to expand their learning, they are also able to participate in group discussions and network with other people involved in the LLN field.

After each course has taken place, attendees are asked to complete an evaluation form, which is subsequently turned into a report.

Feedback from the courses is positive and examples of some of the comments can be seen below:

*'An extremely enjoyable course. Well thought-out and delivered.'*

Developing Workplace Materials—May 2005

*'A very detailed and informative course'*

Organisational Needs Analysis—July 2005

*'Thoroughly enjoyed the course. I learnt a great deal, enjoyed the pace and style of delivery and it filled in the gaps I had about workplace delivery.'*

ESOL in the Workplace—May 2005

*'The networking and listening to the experiences and work examples of other people are very useful'*

Using the Employer Toolkit—January 2004

Positive feedback has also been received from attendees of the Skills for Life in the Workplace course:

*'An interesting and enjoyable course which gives honest information about the pros and cons of workplace learning'*

Skills for Life in the Workplace—December 2004

Further details of all our courses can be found on our website.