

Reaching Employers



This half-day course is part of a portfolio of courses furthering expertise in specific aspects of workplace language, literacy and numeracy (LLN) skills. This specialist workplace LLN course will explore strategies for promoting workplace LLN provision to employers, and support you in delivering 'Skills for Life', the national adult literacy and numeracy strategy.

Course Overview

Making the Business Case

You will find out what the real benefits of workplace language, literacy and numeracy training to organisations are and what marketing materials are available from national agencies concerned with LLN skills to help you make the business case to employers.

Targeting Employers

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

Outcomes

Participants will gain:

- An understanding of how applying basic marketing principles can enhance uptake of workplace basic skills programmes by employers.
- Enhanced ability to create a marketing plan and materials that effectively target employers

Who should attend?

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

NB: This course is NOT suitable for anyone who has attended our one Day Marketing Workplace LLN Skills course.

To register:

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

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Half 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.