

BOOKING FORM



5 GREAT WAYS TO BOOK YOUR PLACE

- 1. Fax:** the completed form to 01722 7440 31
- 2. Post:** the completed form to the following address:
The Mustard Agency Ltd, 4a Wilton Business Centre, Wilton, SP2 0AH
- 3. E-mail:** to trainingteam@themustardagency.com
- 4. Call:** our registration line: 01722 744 033
- 5. Online:** book your place on www.paulsample.co.uk

Pay securely online:



Seminars organised by The Mustard Agency Ltd

Course Title	Date/Location	Course Title	Date/Location

Name of 1st Attendee: _____

Name of 2nd Attendee: _____

Job Title: _____

Job Title: _____

School Name: _____

School Name: _____

Address: _____

Address: _____

Postcode: _____

Postcode: _____

Telephone: _____

Telephone: _____

Email: _____

Email: _____

Any Special dietary requirements? Yes No

Any Special dietary requirements? Yes No

Do you have access requirements? Yes No

Do you have access requirements? Yes No

Details: _____

Details: _____

Coffee, Tea and Lunch included.

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FEES

Fees: £199.75 plus VAT for the first delegate. Second delegate: £149.75 plus VAT. Bookings and payments to The Mustard Agency Ltd, Unit 4a, Wilton Business Centre, Kingsway, Wilton, Wiltshire SP2 0AH. Cheques made payable to "The Mustard Agency Ltd."

CONFIRMATION

Once we have received confirmation of your booking in writing, we will send you an email confirmation. An invoice will be sent out to you shortly after. If you have not received confirmation of your booking within 14 days of the conference, please contact our support team on +44 (01722) 744 033.

*£50 second delegate discount not applicable for school media relations seminars.

4 COURSES TO HELP YOU MARKET YOUR SCHOOL

1. EFFECTIVE SCHOOL MARKETING

Developing your school marketing plan, your brand image, writing press releases, producing the school prospectus, newsletters and website.

2. EFFECTIVE SCHOOL PROSPECTUS

Looking at best practice and learning the secrets of The Effective School Prospectus: giving your school a competitive advantage.

3. MEDIA RELATIONS & RADIO INTERVIEWS

Understand your local media, identify news and picture opportunities, write simple press releases, plus radio interview tuition.

4. EFFECTIVE SCHOOL NEWSLETTERS

Producing a school newsletter which parents, pupils and teachers will want to read from cover to cover!

"The course was informative and extremely useful for schools who really need to be aware of the importance of marketing. I would thoroughly recommend the course to all schools"

Gloria Partridge
The Lord Silkin School



School Marketing Training Courses

School Marketing	Thursday	30th Apr	Newcastle
School Marketing	Friday	1st May	Manchester
School Marketing	Thursday	18th Jun	Nottingham
School Marketing	Tuesday	23rd Jun	London
School Marketing	Friday	26th Jun	Bristol
School Prospectus	Tuesday	3rd Mar	Southampton
School Prospectus	Friday	6th Mar	Birmingham
School Prospectus	Thursday	12th Mar	Bristol
School Prospectus	Friday	13th Mar	Reading
School Prospectus	Tuesday	17th Mar	London
School Prospectus	Friday	27th Mar	Brighton
School Prospectus	Thursday	7th May	Newcastle
School Prospectus	Friday	8th May	Manchester
School Media Relations	Thursday	29th Jan	Bristol
School Media Relations	Thursday	5th Feb	London
School Media Relations	Thursday	11th Jun	Newcastle
School Media Relations	Friday	12th Jun	Manchester
School Newsletter	Tuesday	24th Mar	Salisbury
School Newsletter	Tuesday	31st Mar	London
School Newsletter	Thursday	2nd Apr	Birmingham
School Newsletter	Thursday	23rd Apr	Newcastle
School Newsletter	Friday	24th Apr	Manchester

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www.paulsample.co.uk

1. ONE DAY INTRODUCTION TO SCHOOL MARKETING SKILLS...

Writing your marketing plan, establishing your brand image, writing press releases, producing the school prospectus, newsletters and website.

School Marketing	Thursday	30th Apr	Newcastle
School Marketing	Friday	1st May	Manchester
School Marketing	Thursday	18th Jun	Nottingham
School Marketing	Tuesday	23rd Jun	London
School Marketing	Friday	26th Jun	Bristol

"I would definitely recommend the course. Schools need to embrace the need to communicate to our communities effectively. Inspiring content and super delivery - an excellent day!"

Gillian Bowser
Alderman's Green Primary School

6 things you will learn on this course:

1. How to identify your target audience, understand your USP and write a marketing plan;
2. The secrets behind creating and maintaining a great school brand image and identity – online and in printed documents;
3. A simple formula that will help you get your school's name and news into the media;
4. The five secrets you need to know to produce a great school prospectus;
5. How to produce a school newsletter that will be read from cover to cover;
6. Scoping your school website and planning your online presence.

"The lead trainer's knowledgeable background in PR is highly impressive - his delivery is clear, informative and concise. The amount of material covered in one day is stunning. The course offers excellent value for money."

Ray Bell
Brannel School

3. EFFECTIVE SCHOOL MEDIA RELATIONS...

School Media Relations	Thursday	29th Jan	Bristol
School Media Relations	Thursday	5th Feb	London
School Media Relations	Thursday	11th Jun	Newcastle
School Media Relations	Friday	12th Jun	Manchester

 includes **one-on-one radio interview training with a broadcast journalist**

"Clear simple delivery that challenged my thinking but made me feel I could go away and do it. Enjoyed the fact that we could contribute as we went along - a two way process. Thanks!"

Jo Herbert
Prince William School

6 things you will learn on this course:

1. Who are your local news media? Understanding the differences between local, regional and national newspapers.
2. The newsroom. How local and regional news journalists see your school's story. Understanding newsroom pressures, newsworthiness and deadlines.
3. The five secrets behind a great press release. The characteristics of a great school press release.
4. Why pictures help your story into print. The importance of news pictures. How to make your school's story more attractive.
5. Building relationships between your school and the local media.
6. Working with local radio. Working with local radio, preparing for radio interviews, a "real" 5 minute radio interview, personal radio interview coaching and feedback.

2. THE EFFECTIVE SCHOOL PROSPECTUS...

School Prospectus	Tuesday	3rd Mar	Southampton
School Prospectus	Friday	6th Mar	Birmingham
School Prospectus	Thursday	12th Mar	Bristol
School Prospectus	Friday	13th Mar	Reading
School Prospectus	Tuesday	17th Mar	London
School Prospectus	Friday	27th Mar	Brighton
School Prospectus	Thursday	7th May	Newcastle
School Prospectus	Friday	8th May	Manchester

Looking at best practice and learning the secrets of The Effective School Prospectus: giving your school a competitive advantage.

"Good pace and range of topics covered. Kept me interested and was relevant"

Rosie Wallace
Dringhouses Primary School

8 things you will learn on this course:

1. Legislation and Government regulations;
2. Best practice from the state and private sectors;
3. Setting your objectives;
4. Production budgets & timetables;
5. Writing, editing & proof-reading;
6. Working with designers;
7. Dealing with photographs;
8. Printing and production;

"The Effective Prospectus Course was very informative and useful in helping us develop a new school prospectus."

Linda Parkes
Humberston CofE Primary School

"The Effective School Prospectus is very good - the best course I've been on in a long time."

Andrea Hewson
Crofton High School

4. LEARN HOW TO CREATE AN EFFECTIVE NEWSLETTER...

Producing a newsletter which parents, pupils and teachers will want to read from cover to cover!

School Newsletter	Tuesday	24th Mar	Salisbury
School Newsletter	Tuesday	31st Mar	London
School Newsletter	Thursday	2nd Apr	Birmingham
School Newsletter	Thursday	23rd Apr	Newcastle
School Newsletter	Friday	24th Apr	Manchester

Simon James
Kent College, Canterbury

"Paul Sample has a relaxed approach. He is very open to questioning."

Andrew Webber
Teignmouth Community College

"A very enjoyable course. A lot learned and I'm very pleased I came along."

9 things you will learn on this course:

1. What makes a good school newsletter?
2. Examples of best practice;
3. Setting objectives for your newsletter or magazine;
4. Knowing your audience;
5. Writing styles and readability;
6. Headlines and design;
7. Photographs and illustrations;
8. Editorial survival skills;
9. Recruiting writers and news gathering.



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