

Providing high quality training in:

- Leadership & Management
- Sales and Marketing
- Business Growth Strategies
- Crisis Management
- Public Relations
- Social Media & Internet Marketing
and much more...





DEVELOPING BUSINESS GROWTH STRATEGIES



This interactive course will help managers develop a clear, compelling strategy and action plan which will help them and their team focus on the right areas to achieve their business objectives.

On this course you will learn how to:

- Identifying the most profitable clients for you to focus on
- Learn the latest techniques for generating more high quality leads
- Strategies for retaining and Growing Business from Existing Clients
- Developing compelling value propositions for these clients and tailoring the services you offer
- Selecting the highest potential channels and marketing tactics to reach your target clients (e.g. referrals, seminars, networking, articles, direct mail, cold calling, pay-per-click, etc.
- Developing a Business Referral System
- Consultative Selling for professional services

DURATION: One day

PRE-KNOWLEDGE: None

VENUE: In-House or Our Training Centres

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

PROVIDING LEADERSHIP FOR BUSINESS GROWTH



This intensive 2 day course aim to effectively link the strategic development of the business with the commitment, focus and actions of the management team. This should result is a powerful combination of new leadership skills, effective strategic thinking, and more relevant and effective business improvement actions.

Learning Outcomes:

- Leaders vs Managers - Characteristics or qualities of a leader
- Communicating the plan with clarity
- Business strategies for sustainable and competitive growth
- Customer-focused products and services
- Creating tailored financial systems and human resource processes
- Helping your team deliver business objectives more effectively.
- Focusing your time and effort on the areas that impact most on business growth
- Transforming the performance of your management team.

DURATION Two days

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us



STRATEGIC PUBLIC RELATIONS ESSENTIALS



“DISCOVER THE SECRETS AND AMAZING POWER OF FREE PUBLICITY TO INCREASE PROFITS AND GET MEDIA ATTENTION”

On this course you will learn how to:

- | Market without spending money (Media attention = FREE)
- | Use media credibility as an advantage over your competitors
- | Write press releases that could generate 1000s of pounds of free advertising and publicity
- | Use free publicity to make YOUR cause relevant, interesting, and the topic of conversation
- | Get your articles published and generate links to your website that can increase your site traffic and ranking in search engines

DURATION: One day

PRE-KNOWLEDGE: None

VENUE: In-House or Our Training Centres

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

STRATEGIC CRISIS MANAGEMENT WORKSHOP



A recent survey of midsized and large companies found that only 38% felt they had adequate crisis management, emergency response and business recovery plans in place to deal with a crisis. By the end of the course senior managers will know how respond major crises and will be equip with the skills to to act and implement your organisation’s contingency plans in times of crisis.

LEARNING OUTCOMES

- What is an incident - how does is affect an organisation?
- How is an incident escalated and by what structures?
- Who makes up the incident management team?
- What resources does the team require?
- What does an incident management plan contain?
- How are crisis communications managed?
- How do you train and exercise the team?

DURATION One day

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

EMAIL & INTERNET MARKETING



Email newsletters and HTML emails are a fantastic way to communicate with your audience - be they subscribers, customers or clients. They offer a low cost and potentially high yield method of promotional marketing, with exact monitoring built in allowing you to track your return on investment. In addition the budding electronic editor needs to learn how to create a strong identity for their publication

LEARNING OUTCOMES INCLUDE:

- Creating stunning Html email newsletters using built-in email designer software
- Setting up an email campaign and database
- Creating and managing a mailing list
- Managing subscribers
- Scheduling email & when to send
- Email tracking techniques: click-through's, bounces & reports
- Anti-spam techniques - how to avoid being marked as spam
- Microsoft outlook: pros and cons

DURATION One day

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

WORD OF MOUTH MARKETING



This lively one day course will help you to harness the power of word of mouth marketing by 1) focusing on what is being said about your brand, 2) indentifying and nurturing the source of the message and 3) controlling the environment the message is being circulated.

TOPICS TO INCLUDE:

- The Definition Of Word Of Mouth Marketing
- Using Word of Mouth Marketing to provide leadership and business growth
- Word of Mouth Marketing and Social Media
- The Four Rules of Word of Mouth
- Nurturing the source of the message
- The Three Reasons People Talk About You
- Controlling the environment where the message is circulated
- Making it Happen — The Five Ts of Word of Mouth Marketing
- 7 ways to harness Word of Mouth Marketing
- Measuring Word of Mouth Marketing

DURATION One day

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

STRATEGIC SOCIAL MEDIA MARKETING WORKSHOP



The course is aimed at how businesses should approach social media and how it can be used to enhance your marketing, resulting in more customers, sales and profits.

- Learn the basics of Facebook and Twitter
- Learn what you should be doing (or outsourcing) daily and weekly to maintain a consistent and engaging online presence
Learn the fundamental social media strategy plans that are essential for the success of your marketing campaigns
- Learn the social media protocols and how they differ from traditional marketing
- Learn what to tweet, blog or update so it's interesting, adds value yet converts followers in to potential clients
- Learn the social media tools for your industry, and find where your potential customers are.
- Learn to measure your social media success

DURATION: 1 - 2 days

PRE-KNOWLEDGE: None

VENUE: In-House or Our Training Centres

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form and email to us

STRATEGIC MARKETING PLAN WORKSHOP



With this powerful intensive and practical one day marketing session you will learn:

- to clearly define your product(s) or services
- how to create your marketing message
- the ways of getting your message to your best and regular customers seamlessly
- how to develop a marketing calendar and budget that fits your pocket
- how to measure the success of your marketing efforts through sales or enquiries
- the marketing mix - the 4 P's of marketing
- how to develop effective marketing strategies
- how to write an effective Marketing Plan

DURATION: One day

PRE-KNOWLEDGE: None

VENUE: In-House or Our Training Centres

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form and email to us

EFFECTIVE TEAM BUILDING FOR MANAGERS



Do you want to learn the leadership skills of building a team whose members work together effectively and positively, bringing the exceptional performance improvements

LEARNING OUTCOMES

- Communicate your vision, and see the benefits as staff work to the best of their abilities to complete their projects
- Build a reputation for expertise and a track record of achievement that teams members and your peers will come to value and trust
- Keep people on target and performing well together in a "firm but fair way" that gets the job done while respecting the team members
- Learn to inspire and motivate team members so that they'll "go to the ends of the Earth" to give their very best

DURATION One day

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

CUSTOMER SERVICE WORKSHOP FOR MANAGERS



Get the skills you need to treat your customers right and improve their entire experience! Learn how to show your customers just how much they are worth to you and your company!

LEARNING OUTCOMES INCLUDE

- Exceeding customer expectations
- The importance of reputation
- Towards a customer service strategy
- Building long term customer relationships
- Reward and recognition
- Measuring service quality
- Identifying the resources required to ensure staff can fulfil their responsibilities
- Supporting your teams so they provide consistent excellent service
- Setting personal and corporate customer service goals

DURATION: One day

PRE-KNOWLEDGE: None

VENUE

In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us



INTERMEDIATE MANAGEMENT TRAINING



Some of the key management skills such as delegation, coaching and motivating, giving essential feedback, managing difficult issues, setting and achieving goals will be outlined.

LEARNING OUTCOMES INCLUDE:

- Understand the key responsibilities and roles of a manager
- To appreciate the various management styles, and how they might apply to the manager
- Set clear direction for your staff and team
- Motivate your team to excellence
- To appreciate the delegation process, and its application to specific work situations
- Understand the impact of attitude and language
- To implement time management strategies
- Recruit and retain the right people for the right jobs

DURATION One day

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

ADVANCED SALES & NEGOTIATION SKILLS WORKSHOP



The course suits any person involved at any stage of the sales process. Outcomes include

- Attitude - In order to close effectively you must not be afraid of the word 'no'. It's all about motivation and attitude.
- Preparation - closing should not be a big step, it should be part of the natural flow of the sales process. _
- Timing - when to close is crucial. Are you in control of the sale? Do you know where you are in the buying cycle? _
- Buying signals - how to spot buying signals and how to react to them. _
- Objections - dealing with them in a professional way that doesn't alienate the customer
- Know the 20+ types of sales closing strategies
- Understanding the customer's motivation and overcoming customers' objections to the price

DURATION One day

PRE-KNOWLEDGE None

VENUE In-House or Open Course

DATES: On-Going

WHAT TO DO NEXT

Complete the attached form then fax or email to us

LEADERSHIP AND MANAGEMENT TRAINING (BUSINESS LEADERS) GRANT



So what is the Leadership and Management offer?

Money is available to any third sector organisation with between 5 and 249 staff (paid or unpaid) to support leadership and management training and development. This money will help to support the improvement of leadership and management skills through informal training, such as coaching and mentoring, or working towards a qualification. The process is straightforward: a Leadership and Management specialist adviser must diagnose the skills need (through a process called a 'skills diagnostic') and write a personal development plan (PDP) with the leader/manager which identifies the training and development needed. Funding is available on the basis of the PDP.

How much money is available?

Up to £1,000 of grant support is available: the first £500 does not require match funding but must benefit the one person identified as the key leader/manager within the organisation. The remaining £500 grant must be match funded in cash by the employer and can be used to support the same leader/manager or one or more other managers (depending on the organisational needs). Where the grant is being used to support accredited higher education provision, it is essential that the grant money is match funded in its entirety.

How can the money be used?

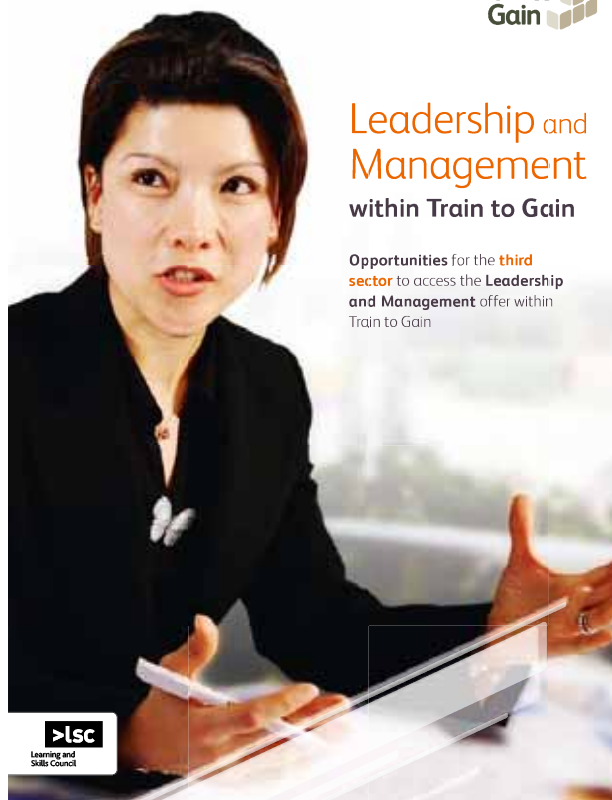
The funding can be used to support any skills development activity identified through the skills diagnostic and evidenced within the PDP. This means that the money can be used to support qualification or non-qualification based activity, depending on the individual's needs. Previous activities have included coaching, mentoring and action learning sets as well as taught courses.

How many staff can we get funding for?

One for the unmatched grant, although the matched funding can be used to support other managers. Of course, the organisation can itself pay for others if it wants to.

Can we go on any course/training we want to?

Yes. That is, providing it meets the skills needs of the individual concerned and is documented within their PDP.



Leadership and Management within Train to Gain

Opportunities for the **third sector** to access the **Leadership and Management** offer within Train to Gain

Do we have to fill in loads of paperwork to get the support?

No. The Leadership and Management specialist adviser will work with you to ensure that all the information required is captured during the course of their visit. In most cases, this information capture will be carried out by them.

What do we have to prove to get the money?

You have to prove that you are an organisation that is eligible – meaning that you have between 5 and 249 staff (paid or unpaid) and have not benefited from leadership and management support through Train to Gain in the past.

Will you also talk to us about other staff training and development?

Yes. Once the development activity has taken place, the specialist adviser will carry out a review to support the implementation of the new skills within your organisation. In addition, a skills broker will undertake a follow-up to discuss further workforce development issues.

For information about the range of courses available through ELC ASSOCIATES under this programme call 020 8616 4287 today.



APPLICATION FORM & COURSE FEES

Contact Name:.....

Position:

Organisation:.....

Email:.....

Tel:

Fax:

Address:

.....

.....

Postcode:

Signature:.....

Date:.....

Send Invoice to:

Contact Person

Other _____

(please specify)

Participants Details

Name:.....

Tel:

Name:.....

Tel:

Name:.....

Tel:

Name:.....

Tel:

Name:.....

Tel:

Name:.....

Tel:

Name:.....

Tel:

COURSE FEES

Program Fee: Band A (for up to 3 delegates)
£500 per day (at our training centre)

Program Fee: Band B (for up to 3 delegates)
£650 per day (inhouse/at your office)

FREE under the Government Leadership and Management Grant*
If applicable to your organisation.

5% Early Bird Discount:
Payment received 30 days prior to course commencement or for 5 or more participants from the same organisation.

(Fee includes all resource materials, refreshments and course books).

REGISTRATION FORM TO:
ELC Associates
106 Church Road
London SE9 2UB

Email: studio@elcassociates.co.uk
Fax: 0871 714 6825
Web: www.elcassociates.co.uk

A confirmation letter and invoice will be sent for approval once this registration form has been received.

REFUND & TRANSFER POLICY

Clients may cancel attendance or transfer to future program subject to the following conditions:

Cancellations
85% for those receiving in writing two weeks prior to program.
50% for those received in writing more than a week but less than two weeks before course commencement.
No refund if cancellation received less than one week prior to course commencement.

Transfer
No cost if request to transfer is received in writing two weeks prior to course commencement.
20% of course total fee, if received in writing less than two weeks before, but more than one week prior to course commencement.
30% of the total course fee, if received in writing less than one week prior to program.



Training Brochure 2010-2011



Leading learning and skills

**Leadership and Management
Specialist Advisory Service
Referral to Specialist Advisory Service**

Please send your completed referral form to funding@ttgbroker.com

YOUR DETAILS	
Your Name:	
Your Organisation Name:	
Your Telephone number:	
Your email address:	

ORGANISATION DETAILS	
Registered/ Trading Name:	
Contact Address:	
Postcode:	
Main contact name:	
Job Title:	
Email address:	
Telephone number:	
Employer ID (if known):	
Industrial Sector:	
Legal Status:	
Number of employees*:	
Reason for referral/ notes:	

*If number of employees is not in the 5-249 range, you must include a reason for referral in the "Notes" section.



Training Brochure 2010-2011

Dear Sir/Madam

Thank you for your interest in our range of management, marketing and IT training courses. Below is some information about us, our vision and the kind of people with worked with. Browse through our course list and feel free to call us to discuss how we can make you and your organisation BETTER AT WHAT YOU DO. We have a range of inhouse, bespoke and public courses. We may even be able to help you access government funding to pay for the cost of your training under the Leadership and Management Program. (see below for more details). Please speak or email one of our advisers for more information about this program and other funded training.

Look forward to hearing from you shortly.

*Adetayo Idowu
Business Manager*

ABOUT US

Making people better at what they do IS WHAT WE DO BEST. This is what we strive for at ELC Associates. It's a simple vision and at its heart is a belief that training and development in an organisation should be interactive, enjoyable and relevant. We are a London bases communication and training company specialising in delivering high quality training to

Our aim is to arm you with the key skills and knowledge for you to be more productive through a deeper understanding of what you're doing every day. people do differently after working with us that counts. We achieve this by focusing on three key processes:

- We clarify your requirements and set objectives BEFORE you undertake your training*
- We deliver dynamic, practical and effective training DURING the session*
- We enable and support the transfer of learning AFTER through our email and telephone support.*

Whether your requirement revolves around Sales Training, Management Training , Marketing, Social Media or IT etc , please feel free to contact us directly by phone or email to discuss your training needs and how we can meet them.

SOME OF OUR CLIENTS

***BBC Broadcast • Hackney Council • Glaxo • Wellcome • Department of Health
Sickle Cell Society • Westway Housing Association • Alexander Associates Financial Services
Westminster Race Equality Council • London Computer Training Academy
Camden Black Sisters • Createxx Computer Systems • Archbishop Deya Ministries
African HIV Policy Network (AHPN) • Society of Black Lawyers • Lambeth Law Centre
Bede House Association • Sunrise Care Services • Croydon BME Forum
Croydon Peoples Housing Association • Millers Estate Agency • Nankani Estates • Lettsom Pharmacy
South London Business • Hackney Council • Sickle Cell Society • SCDA***