

FORSTER

LOOKING FOR THE CHANGING FACILITIES?

Change with Forster

If your organisation wants to keep up with social and environmental change, we believe you should train with an agency that understands it, has in-depth knowledge of the issues and the communications strategies to effect real behaviour change.

Forster Training

At Forster, change is our reason for being. If you're thinking of training with Forster, we believe there are three things you should know about us

- we are number one for social and environmental change
- we use the power of communications to inspire change
- we base our training on the insights, strategies and techniques we've used successfully with our clients since 1996

Until March 2009, Forster is offering

a series of value-for-money, tailored and standard half-day workshops for the voluntary sector, covering

Communications planning

Media training

Strategic corporate partnerships

Social marketing

Campaigning

Workshops for built-in behaviour change

Forster Training workshops can help voluntary sector organisations to

- address any communications challenge
- accelerate in-house learning
- deliver targeted support

And, specifically to

- use the techniques of social marketing to plan a behaviour change campaign
- set your corporate partnerships on a successful, strategic course
- communicate with specialist audiences, including ethical consumers, parents, disadvantaged young people, ethnic minority groups and older people
- unpick research findings and policy shifts to develop core campaign propositions
- understand how the media works, the rules of engagement, construct a media story and plan and handle media interviews
- develop and deliver powerful, precise messages through articulate, insightful spokespeople



Half-day workshops with Forster Training

December to March inclusive

Forster is offering voluntary sector organisations

- tailored half-day workshops for £1,500
- standard half-day workshops in London at £100 per person

Communications strategy and delivery

- an intense session structured around communications strategy/PR planning/delivery
- including message development, media handling and interview techniques
- designed for communications heads, their teams and local stakeholder groups

Media Training

- an intensive, highly interactive workshop covering how the media works, the rules of engagement, constructing a media story and plan, and handling media interviews
- designed to equip senior management in getting your message across in an honest, sincere, credible and highly effective way
- aimed at ensuring a masterful public appearance every time, strengthening the effectiveness of media relationships and the credibility of your organisation's image

Strategic corporate partnerships

- for medium and large sized charities, foundations & NGOs who want to set your corporate partnerships on a successful, strategic course
- focusing on CSR trends and drivers; shaping and delivering successful corporate partnerships; positioning and optimising the client's 'offer' to corporates
- designed for senior managers and their teams within corporate fundraising, marketing or communications

Social Marketing techniques

- unpacking the theory and practice of social marketing
- highlighting successful social marketing campaigns; and providing the insights and tools to shape relevant new campaigns tailored to need
- designed for communications heads, social marketing leads, commissioners, programme managers and their teams

Audience Insight

- an advanced session using social marketing as a base, aimed at helping organisations see the world through different eyes
- providing a rigorous evidence-based overview of a specific audience (BME groups, disadvantaged young people, older people etc) and 'what works' in targeting them
- including 'experiential' elements to give the audience a human face, and expert discussion on commissioning appropriate research

Create a Campaign

- intended to equip people with the skills to run a campaign critical to achieving change at a local or national level
- giving participants an overview of the knowledge and skills needed to plan, deliver and evaluate a campaign
- covering insight into what makes a campaign successful; understanding change, setting objectives; how decision-making works, examples of successful campaigns

All Forster Training workshops are delivered by senior practitioners.

Forster are excellent to work with, hugely creative, and always able to recognise the important commercial objectives running alongside communications targets.

Sara Lom, Director, The Royal Parks Foundation

A very impressive workshop with excellent, practical tools to use.

Cathy Hunter, Buckinghamshire Offending Service

The Forster team are superb trainers. Highly credible due to their experience, they bring discussion to life and deliver training in a very engaging way.

Una Moran, Regional Corporate Development, Macmillan Cancer Support

Forster take the time and make the effort to thoroughly research and understand the needs of the client.

Chris Dare, Young People Coordinator, Nacro

Meet the change facilitators

All Forster Training is based on our expertise in over 12 years of doing what we do well. The people who train at Forster are among the best in the field.

Peter Gilheany, Head of PR

- 15 years of marketing and communications experience across the voluntary, public and commercial sectors, specialising in work with charities and around CSR.
- Former Director of Geronimo Communications, responsible for developing its CSR and charities division from scratch.
- Was Head of Communications at The Giving Campaign, revitalising charitable giving in the UK, and at Sparks (Sports Aiding Medical Search for Kids).

Athena Lamnisos, Head of Social Marketing

- 10 years at Forster, now leading our health and equality practice, which includes several current contracts for the Department of Health, the Home Office, the Environment Agency and the DCSF.
- Former Director of Communications and Fundraising at Friends of the Earth.
- Extensive experience of high-level public relations and strategic planning, particularly on challenging issues such as sustainability and social inclusion.

Amanda Powell-Smith, Head of Corporate Responsibility

- 6 years at Forster, building experience in the non-profit and public sectors, with expertise spanning corporate reputation, issue management and PR.
- Previously Head of Corporate Responsibility at Harrison Cowley.
- Sits on the CSR Committee for Better Bankside, and the Communications Advisory Group for Sight Savers International.

Ben Jackson, Head of Campaigns

- Specialises in campaigning and communications strategy, with public sector clients including the Home Office, the Environment Agency, Department of Health and local authorities and NGOs across the UK in regional behaviour change campaigns.
- Over 15 years policy and communications and public relations experience.
- Previous posts include Director of Communications and Campaigns at Shelter, Head of Campaigns at the World Development Movement and Director of Action for Southern Africa.

Ellen O'Donoghue, Senior Communications Consultant

- PR and integrated communications campaigns include Act on CO2 for Department for Transport; mental health campaigns for Department of Health and charities Shift and Mind; and social marketing work with PCTs across the UK.
- Also manages Forster's work on the DCSF and DH Sexual Health and Teenage Pregnancy programmes.
- Formerly worked at a charity specialist agency.

Interested in arranging a tailored workshop for your organisation?

Like to find out which workshops we're running in London?

Visit www.forster.co.uk or contact Gillian Daines: gillian@forster.co.uk
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