

Date and Venue Information

This one-day interactive workshop takes delegates through all the practical steps needed to market their service. A thorough grounding in all aspects of marketing is given, including how to identify your customers and their needs and expectations, all illustrated with practical examples from NHS services.

The difference between marketing, selling and advertising as well as the difference between customers, clients and commissioners is clearly covered.

A comprehensive set of exercises based upon real-life NHS scenarios brings the subject to life. Delegates will be able to identify the needs and expectations of their customers and produce written materials that others want to read.

Understand how to
market yourself and
your service in the
new NHS.

Workshop Objectives

By the end of the workshop, delegates will be able to:

- Understand the importance of being able to market their services.
- Confidently identify their service features and formulate them into impressive customer benefits.
- Understand marketing techniques that can help them to sell their services.

Programme to develop competencies

- An overview of the marketing process
- Market research and marketing research
- Becoming a customer-focussed organisation
- To see how marketing works in relation to other disciplines
- The principles of marketing communications
- Marketing planning tools
- How to communicate with commissioners, partners, and service users

Timetable

9:00	Coffee
9:30	START (Welcome, domestics and introductions)
9:45	Marketing and Your Customers
11:15	Break
11:30	Marketing Models - Tools and Techniques
1:00	Lunch
1:45	Marketing Planning
3:15	Break
3:30	Relationship Marketing and the Patient-Led NHS
4:30	END

About the workshop leader

David Bailey is a qualified Chartered Certified accountant with thirty years' experience in the NHS in acute, primary care and mental health settings. His specialist area is explaining complex financial concepts in ways that everyone can understand.



David is author of the best-selling book *The NHS Budget Holder's Survival Guide*, published by Taylor and Francis. His clients have included The King's Fund, the Royal College of Nursing and the NHS Graduate Management Training Scheme. He has successfully trained thousands of NHS staff and is well known as a provocative, lively and entertaining speaker.

Comments from recent participants

"Well done on presenting another great course, I wish all of our senior management team had attended. I will definitely be spreading the word."

Sharon Warner
Deputy Head of Estates and Facilities

"I'm grateful for the opportunity to attend this fantastic course which will help in my place of work immensely."

Alex Cavanagh
Commercial Development Manager

"What was really good was that I had a number of 'light-bulb' moment that I will action when I get back to the office."

Louise Cornell
Programme Manager, Integrated Care

"A well presented excellent course with lots of worked examples."

Archie Kaul-Mead
Deputy Service Manager

"Very engaging presenter. Managed disruption very effectively."

Lisa Poynter
Lead for Safeguarding Adults

"A good presentation style, very interactive. Thank you very much."

Leigh-Anne Mupfumira
Alcohol and Drugs Specialist Nurse