

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 primary, secondary and tertiary 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.

### 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

### Comments from recent participants

“Very good. Kept well focussed.”

“David’s facilitative approach enables learning in a constructive way.”

“Excellent trainer. Brings subject to life and reality - not just theoretical.”

“Well paced. Good variety of group work & presentation bits. Enough time to explain issues without ever feeling that we had dwelled on things too long.”

“Training delivered exceptionally well.”

“Well presented, lots of good examples.”

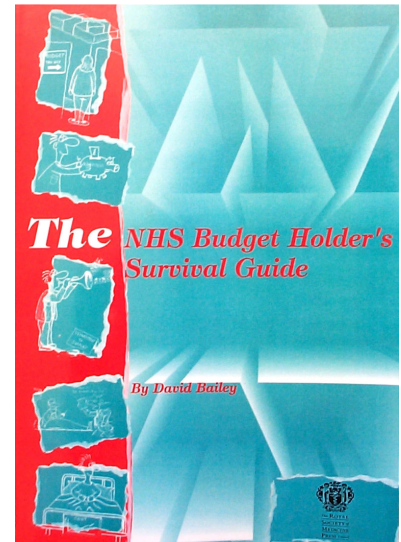
“Interactive. Application to practice setting to enhance learning. Provide good foundation - from which I can build my knowledge base.”

“Good presentation skills. Involve the participants throughout the day - good interactive day.”

“Good facilitator - knowledgeable and makes subject enjoyable.”

## About the workshop leader

David Bailey is a qualified Chartered Certified accountant with over twenty 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. He is author of the best-selling book *The NHS Budget Holder's Survival Guide*, published by the Royal Society of Medicine Press. His clients have included the Royal College of Nursing and the NHS General Management Training Scheme. He has successfully trained thousands of NHS staff and is well known as a provocative, lively and entertaining speaker.



## 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

Get the knowledge and understanding to see how practical marketing tools and techniques will help you improve your services.

Book your place now.