

Two amazing value days. All the communications training and inspiration you need this year.

Charity Writing and Communications Training Days

29 and 30 October 2015, Central London

**BACK
BETTER
THAN EVER
FOR 2015**

Come to the Charity Writing and Communications Training Days for the total communications training package.

You'll leave brimming with ideas and enthusiasm to generate more impact and more income for your charity – guaranteed.

Choose from **24 practical, interactive workshops**, led by the sector's top trainers and experts. PLUS, a programme of **inspirational talks** from charities doing innovative and exciting communications work, packed full of advice for your organisation.

You'll also have the chance to get **one to one advice** from our speakers and other experts, and to meet your fellow delegates in our all-day networking space.

Day 1 Charity writing and publications

- Make your writing powerful and effective, no matter what your medium
- Write brilliantly for the web
- Create excellent e.newsletters
- Produce great, shareable content for social media
- Put together brilliant news, features and press releases
- Edit and proofread like a pro
- Create compelling case studies
- Use design, print and mailing excellently
- Write successful fundraising applications
- Put together a fantastic content strategy
- Produce amazing annual reports

Day 2 Digital, multimedia, communications strategy, branding, PR and more

- Do brilliant comms on a tight budget
- Put together a first-class communications strategy
- Make the most of video, audio and other multimedia
- Perfect your website and social media use
- Learn how to evaluate your comms
- Master internal communications
- Get more media coverage for your cause

Now in its seventh year, this is a can't-miss event – book your place today

“The presenters of the workshops were excellent – took the workshops at the right pace and were inspiring.”

Philippa Spackman, communications manager,
Royal Agricultural Benevolent Institution

COME TO ONE OR BOTH DAYS

Book your place now, from just £162

Price freeze from 2014!

10% earlybird discount if you book before 31 July 2015

Visit: www.dsc.org.uk/cwp

Complete: the booking form and return

EVENT PARTNERS



Reason Digital
Digital engagement for the
third sector

sounddelivery
harnessing the power of digital storytelling

PRINT AND DESIGN PARTNER

captiv8

exceptional print creative design efficient mailing

Day 1

Choose THREE masterclasses from our varied programme, plus reserve a face to face surgery slot on great design, print and mailing. You'll also have the chance to choose from TWELVE inspirational talks on the day.

9.15 – 9.45am Registration and welcome

All day **captiv8 Drop-in surgery**
How to get the best from design, print and mailing

Reserve your slot for these popular sessions when you book!

9.45 – 10.15am Inspirational talks

Choose from four short but powerful talks from charities doing special things in the world of editorial – guaranteed to give you inspiration and practical tips for your own work.

10.15 – 11.45am Masterclasses

Masterclass 1

Write for impact:
mastering the basics

Masterclass 2

Write brilliantly for
the web

Masterclass 3

Edit and proofread
like a pro

Masterclass 4

Release your inner
journalist: excellent
charity news, features
and press releases

11.45 – 12 noon Break

12 – 1pm Masterclasses

Masterclass 5

Create a great content
strategy

Masterclass 6

Become a print and
mailing expert

Masterclass 7

Turn your words into
money: writing effective
fundraising copy and
direct mail

Masterclass 8

How to write successful
fundraising applications

1 – 1.45pm Lunch

1.45 – 2.15pm Inspirational talks

Choose from four short but powerful talks from charities doing special things in the world of editorial – guaranteed to give you inspiration and practical tips for your own work.

2.15 – 3.45pm Masterclasses

Masterclass 9

Create compelling
case studies

Masterclass 10

Maximise your social
media content

Masterclass 11

Make your annual
review shine

Masterclass 12

Write emails and
e.newsletters that get
opened and read

3.45 – 4pm Break

4 – 4.30pm Inspirational talks

Choose from four short but powerful talks from charities doing special things in the world of editorial – guaranteed to give you inspiration and practical tips for your own work.

Network

Both days

Visit our networking space throughout the event to get one to one advice from our speakers and other experts, visit stalls and meet your fellow delegates.

“Loved the practicality and usefulness of the course.”

Joanne Scott, partnership, funding and marketing officer, Derbyshire Fire and Rescue Service.

Day 2

Choose THREE masterclasses from our varied programme, plus reserve a face to face surgery slot on great design, print and mailing. You'll also have the chance to choose from EIGHT inspirational talks on the day, plus enjoy an exciting keynote speaker.

9.15 – 9.45am Registration and welcome

All day **captiv8 Drop-in surgery**
How to get the best from design, print and mailing

Reserve your slot for these popular sessions when you book!

9.45 – 11.15am **Masterclasses**

Masterclass 13

How to put together a brilliant communications strategy

Masterclass 14

Produce excellent communications on a small budget

Masterclass 15

Master multimedia storytelling

Masterclass 16

E.comms and websites: tips and tricks

11.15 – 11.30am Break

11.30 – 12 noon **Inspirational talks**

Choose from four short but powerful talks from charities doing special things in the world of communications – guaranteed to give you inspiration and practical tips for your own work.

12 – 1pm **Masterclasses**

Masterclass 17

Make more impact with your brand

Masterclass 18

How to evaluate your communications

Masterclass 19

Get more media coverage for your cause

Masterclass 20

Master digital fundraising

1 – 1.45pm Lunch

1.45 – 2.45pm **Keynote speech**

Speaker TBC

2.45 – 3.15pm **Inspirational talks**

Choose from four short but powerful talks from charities doing special things in the world of communications – guaranteed to give you inspiration and practical tips for your own work.

3.15 – 4.45pm **Masterclasses**

Masterclass 21

Maximise your internal communications

Masterclass 22

How to put together a brilliant communications strategy

Masterclass 23

Produce excellent communications on a small budget

Masterclass 24

Become a social media expert

4.45pm **Drinks and networking**

A chance to chat with speakers and network with other delegates over a glass of wine (or soft drink!)

How much?

Band A

**£180 for one day/
£324 for both days**

Voluntary and community organisations with a turnover up to £500,000

Band B

**£215 for one day/
£387 for both days**

Voluntary and community organisations with a turnover of over £500,000, as well as commercial/statutory organisations

**Another 10%
earlybird
discount if you
book before
31 July 2015**

Masterclasses Day 1

Write for impact: mastering the basics

Masterclass 1

Writing in plain, simple English. Eradicating jargon and charity buzzwords. Writing in the active not the passive. Using verbs ahead of nouns. Good charity writing is based on all these things and more. Come along to these workshops to learn the tricks of the trade. Make your writing clear, powerful and engaging – no matter what medium you're writing for.

Write brilliantly for the web

Masterclass 2

How do you write brilliant, engaging, shareable content for the web? How can you use your words to make people support your organisation online? Learn everything you need to know about writing for the web at this masterclass.

Edit and proofread like a pro

Masterclass 3

Does it fall to you to edit your colleagues' flabby, off-tone copy, filled with jargon and unwieldy sentences? Or to proofread before publication? Then come to this session. We'll take you through the steps of good editing and proofreading, with lots of practical exercises. You'll leave with the skills to make your publications tightly written, on-tone, mistake-free and accurate.

Release your inner journalist: excellent charity news, features and press releases

Masterclass 4

Do you want to write news and features with the skill of a professional journalist? You'll leave this masterclass with the expertise you need to write fantastic news and features for charity websites, newsletters, magazines and more. We'll cover everything from how to structure a news story to different ways to open a feature, writing headlines to how to pick an angle for your news story. Plus, how to write brilliant press releases.

Create a great content strategy

Masterclass 5

You can write good content for the web, social media and publications, but what's the point if it doesn't fit together for your supporters in a coherent way? Putting together a content strategy

will help you consider your end goals and use your limited time and money to produce content that achieves them. Come to this masterclass to see how it's done.

Become a print and mailing expert

Masterclass 6

When it comes to publications, print and mailing will be two of your major costs. Come to this workshop to learn about getting the most from your print projects, making sure your publications look great, putting together the best print spec and finding the right printer for you. Plus, learn about the latest in variable data printing to help you target your audiences more closely, and how to achieve the cheapest and most efficient mailings.

Turn your words into money: writing effective fundraising copy and direct mail

Masterclass 7

How do you make sure your fundraising materials shout loudest in an overcrowded, noisy marketplace? This session will show you how to create fundraising letters, leaflets, direct mail and online copy that make donors stop, listen – and give money.

How to write successful fundraising applications

Masterclass 8

Times are tough, and the competition for funding is more intense than ever. This workshop will show you how to write fundraising applications that stand out from the crowd – and win the

money your charity deserves.

Create compelling case studies

Masterclass 9

A strong personal story is the most powerful way of getting your message across and illustrating the work you do. With advice on sensitive interviewing techniques, telling stories that make an impact and writing and editing quotes and case studies, this practical session will leave you brimming with ideas on how to interview for and write the best possible human stories.

Maximise your social media content

Masterclass 10

Twitter. Facebook. Instagram. Pinterest. So many social media mediums to choose from. But what ones are right for your charity? And how can you create the best content for them? Come to this session to consider what mediums will work for your organisation and learn how to produce effective writing and content for all forms of social media.

Make your annual report shine

Masterclass 11

Use your annual report to do so much more than just communicate statutory figures. We'll give you ideas and techniques to make it amazing, covering everything from how best to report impact to picking great case studies and a fantastic format – whether online or in print. We'll also show you how to use it to attract funding. Come to this workshop and ensure your next annual report will wow everyone who reads it!

Write emails and e.newsletters that get opened and read

Masterclass 12

In a busy inbox, how can you make your emails and e-newsletters stand out? From writing subject lines to creating killer content, this masterclass will give you everything you need to ensure that people open and read your emails – then take that all important action to support your charity.



Masterclasses Day 2

How to put together a brilliant communications strategy

Masterclass 13 and 22

You can have the best campaigns, fantastic PR work and excellent multimedia. But without a communications strategy to pull it all together, your hard work won't achieve the success it should. This session will show you how to put together a first-class strategy, guaranteed to improve the effectiveness of your communications.

Produce excellent communications on a small budget

Masterclass 14 and 23

A small communications budget doesn't mean you can't make a big impression. Get innovative ideas and advice on how to make an impact with limited funds at this thought-provoking workshop. This is a can't-miss session for everyone working for small charities, lone communicators, and anyone else feeling the pinch!

Master multimedia storytelling

Masterclass 15

Nowadays there are more mediums than ever before available to tell your charity's stories. Come to this interactive masterclass for top tips on using video, audio and other multimedia to tell authentic stories, giving your beneficiaries and service users a powerful voice.

E.comms and websites: tips and tricks

Masterclass 16

Just a few small, easy, affordable changes to your website and e.comms will make them more compelling to supporters. From how to improve your search engine rankings to tips on turning visitors into donors or supporters, learn the innovative tricks of the trade at this expert-led, practical workshop.

Make more impact with your brand

Masterclass 17

Good branding is so much more than choosing a logo and colours. But what does a strong brand actually include? And how can you make your brand as powerful as possible in a crowded marketplace? This session will offer innovative insights and practical tips you can start using straight away to strengthen or overhaul your brand.

How to evaluate your communications

Masterclass 18

Evaluating your communications couldn't be more vital. It tells you what works, what doesn't – and enables you to improve for the future. This workshop will give you a wealth of practical tips you can begin using immediately to assess the success of your

work, so your communications can have the biggest impact possible.

Get more media coverage for your cause

Masterclass 19

The tools journalists use to find stories and interact with organisations are undergoing massive changes. So what's the best way to get your stories into the media these days? From pitching to journalists to evaluating your media work, this session will offer useful tips and strategies to get your cause the attention it deserves, with interesting real-life examples of charity successes.

Master digital fundraising

Masterclass 20

How can you use digital tools to raise funds for your charity online? That's the question this masterclass will answer. From perfecting your emails to using social media, you'll be guided through the innovative ways charities can raise income digitally, complete with interesting examples from organisations doing digital fundraising well.

Maximise your internal communications

Masterclass 21

No matter what size your organisation, communicating well with your staff can make them more motivated, effective and able to deliver your key messages. This session will give you lots of creative ideas about how to do internal communications brilliantly.

Become a social media expert

Masterclass 24

When it comes to social media, there are so many mediums available. But which are best for your charity? And how should you maximise each one? Come to this workshop for expert social media tips and tricks. Plus, learn what's next for social media, so your organisation can get ahead of the curve.

Captiv8 drop-in print, design and mailing surgery

Event co-sponsors Captiv8 will be running an all-day surgery providing advice and solutions for your print, design and mailing projects. If you're looking for creative ideas or simply need some impartial, professional and informed advice, Captiv8's print director Simon Dean and creative director Andrew Chapman will be on hand to answer your questions. They'll help you get the best from your next project whether it's an annual report, campaign material, newsletter, magazine or direct mail. Tick the box on the booking form to reserve your spot.

Content delivered by...

The Directory of Social Change

The Directory of Social Change (DSC) is a national charity and the largest provider of information and training to the UK voluntary and community sectors. DSC helps tens of thousands of charities each year with training and publications on fundraising, personal development, organisational development, management and leadership, communications, finance and law.

www.dsc.org.uk

Jennifer Campbell Charity Writing and Publications

Jennifer and her team work solely with not-for-profit organisations, providing copywriting, editing, journalism, proofreading, editorial project management and training. We've worked with more than 50 charities in the UK and worldwide to produce top quality copy, publications and websites.

www.jennifer-campbell.co.uk

Captiv8

Captiv8 provides the charity and education sectors with a comprehensive service to help you communicate in an effective and cost efficient way using print, design, mailing, email, SMS or a multi-channel combination. Our efficient team will deliver a personal and bespoke service, using our expertise and many years of experience in design, print, mailing and web media. We would love to help you make the most of your next project.

www.captiv8uk.co.uk

Reason Digital

Reason Digital is a charity sector web development company with over 10 years' experience in developing websites and providing digital marketing services. Reason Digital creates websites that raise awareness, increase donations, attract funders and engage volunteers.

www.reasondigital.com

sounddelivery

sounddelivery is an award-winning digital media training and consultancy company with a passion for digital storytelling. We help organisations to navigate the changing media climate and harness the opportunities that social media offers. We build confidence and knowhow through practical, hands-on training, create powerful content that engages and inspires people into action and gives a voice to people and issues that are under-represented in mainstream media.

www.sounddelivery.org.uk

Booking information

“The speakers were all very engaging.”

Marie Faulker, online engagement editor, NCVO

“I enjoyed all of it. I didn't know what to expect and was pleasantly surprised.”

Katherine Riley, information officer, Money Advice Trust

“Loved the practical tasks as they brought the advice to life and made it more tangible.”

Alex McMillan, business development administrator, Homeless Link

Data protection

DSC will use the information you provide on your booking form, and additional information you may provide in the future, for administering our conferences. We will not disclose this information to any other person or organisation, except in connection with the above purpose. All conference delegates are provided with a list of their co-delegates' names and organisations, but no further details.

Making the booking

Please photocopy the booking form, complete it and forward it to us. On its receipt, your place is confirmed (subject to availability) You can also book online at www.dsc.org.uk/cwp. Many of our events do fill well in advance. We will send you a confirmation letter, which will include details of the venue and a specific requirements form. Use the form to inform us of any specific requirements you may have as far in advance of the event as possible. Please inform us if you have not received confirmation within three weeks of submitting your booking form.

Cancellation policy

Whether payment has been received or not you will be liable for the whole fee unless we receive written notification 21 days before the event. If we receive written notification, 10% of the conference price will be charged as an administration fee. Verbal cancellations will not be accepted, but you may delegate a colleague to attend in your place rather than forfeit the full event fee. No refunds will be made for bookings cancelled less than 21 days before the event, or for non-attendance on the day, except in exceptional circumstances and then only at the discretion of the services and admin manager. In such circumstances write to the events co-ordinator, giving full details of why you were unable to attend, enclosing any supporting documentation, such as a doctor's note. Requests for refunds must be sent within two weeks of the event date; no refunds will be made after that time.

Conference venue: Directory of Social Change, 352 Holloway Road, London, N7 6PA

Booking form

Book online at www.dsc.org.uk/cwp or photocopy and complete this booking form and return it to: Charity Writing and Communications Training Days 2015, Directory of Social Change, 352 Holloway Road, London, N7 6PA
Tel: 08450 77 77 07 Fax: 020 7900 2065 Email: training@dsc.org.uk

To book a 30-minute print, design and mailing surgery (available both days) tick here

Places

1. Name
Position
Email

Tick which days you want to attend

Day 1 Day 2

Day 1 masterclass choice (please choose THREE workshops)

Day 2 masterclass choice (please choose THREE workshops)

2. Name
Position
Email

Tick which days you want to attend

Day 1 Day 2

Day 1 masterclass choice (please choose THREE workshops)

Day 2 masterclass choice (please choose THREE workshops)

Organisation
Address

Postcode
Tel

Is your organisation:

Organisation type Voluntary/Community/Charitable Statutory Commercial

Employee no: Under 5 6-20 21-50 51-250 251-1000 1000+

Turnover: <£100k £100k-£500k £500k-£1m £1m-£5m £5-£25m £25m+

Fees Earlybird discount available until 31 July 2015

Band A Voluntary and community organisations with a turnover up to £500,000

- Both days – £324
 Both days + 10% earlybird discount – £292
 One day – £180
 One day + 10% earlybird discount – £162

Band B Voluntary and community organisations with a turnover of over £500,000, as well as commercial/statutory organisations

- Both days – £387
 Both days + 10% earlybird discount – £349
 One day – £215
 One day + 10% earlybird discount – £194

Method of payment

I enclose a cheque for £
payable to the Directory of Social Change

Please invoice my organisation for £

PAYMENT BY BACS

Visa Mastercard Maestro Delta/Connect

Please quote card number
Maestro only

Valid from Expiry date Maestro only

Please quote the last 3 digits of your security number, which is the number on the back of your card

Cardholder's signature

Cardholder's address (if different from left)

Name

Address

..... Postcode