

CHARITY WRITING & PUBLICATIONS



Don't miss 2016's total communications training package – in just two amazing value days!

Charity Writing and Communications Training Days

25 and 26 October 2016, Central London

24 masterclasses. 15 inspirational talks. 30+ speakers. 1 exciting keynote.

> Come to the Charity Writing and Communications Training Days 2016 for all the communications training and inspiration you need this year.

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

Choose from 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 Create great content

- Make your writing and content powerful and effective, no matter what your medium
- Put together a fantastic content strategy
- Write brilliantly for the web
- Create excellent e.newsletters
- Put together brilliant news, features and press releases
- Edit and proofread like a pro
- Create compelling case studies
- Use print, photography and visuals excellently
- Write successful fundraising applications

Price freeze from 2015!

sound deliver

Visit: www.dsc.org.uk/cwp

Produce amazing annual reports

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

RETURNING

FIGH

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

New speakers, new content, new ideas, new inspiration

"Great talks meant I have a lot of fresh ideas to work with. One of the best events I have attended."

Reason Digital

Digital engagement for the

Felicity Crump, Macular Society

third sector

EVENT PARTNERS



PI

10% earlybird discount if you book before 10 August 2016

COME TO ONE OR BOTH DAYS

Book your place now, from just £162

Complete: the booking form and return

Red Penci

PRINT AND DESIGN PARTNER



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 NINE inspirational talks on the day.

9.15 — 9.45am	Registration and welcome					
All day	captiv8 Drop-in surgeryReserve your slot for these popular sessions when you book!How to get the best from design, print and mailing					
9.45 – 10.15am	Inspirational talks					
	Choose from three powerful talks from charities doing innovative work in the world of editorial – guaranteed to give you inspiration and practical tips.					
10.15 – 11.45am	Masterclasses					
	Masterclass 1	Masterclass 2	Masterclass 3	Masterclass 4		
	Build the best content strategy	Writing 101: The essentials of good copy	Edit and proofread like a pro	Create great online content		
11.45 – 12 noon	Break					
12 – 1pm	Masterclasses					
	Masterclass 5	Masterclass 6	Masterclass 7	Masterclass 8		
	Do something amazing with your annual review	Become a print and mailing expert	Make the most of photography and visuals	How to write successful fundraising applications		
1 – 1.45pm	Lunch					
1.45 – 2.15pm	Inspirational talks					
	Choose from three powerful talks from charities doing innovative work in the world of editorial – guaranteed to give you inspiration and practical tips.					
2.15 – 3.45pm	Masterclasses					
	Masterclass 9	Masterclass 10	Masterclass 11	Masterclass 12		
	Create compelling case studies	Turn your words into money: Writing effective fundraising copy and direct mail	How to write excellent charity news, features and press releases	Write effective emails and e.newsletters		
3.45 – 4pm	Break					
4 – 4.30pm	Inspirational talks					
	Choose from three powerful talks from charities doing innovative work in the world of editorial – guaranteed to give you inspiration and practical tips.					

Network

Both days

Visit our networking space throughout the day to get one to one advice from our speakers and other experts, visit stalls and meet your fellow delegates. "I absolutely achieved my objectives. I got great tips and was encouraged along the way. Excellent tips shared and practical know-how focus."

Andrew Dubock, Viva

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 SIX inspirational talks on the day, plus enjoy an exciting keynote speaker.

9.15 - 9.45am	Registration and welcome					
All day	captiv8 Drop-in sur How to get the best from	gery 1 design, print and mailing	Reserve your slot for these popular sessions when you book!			
9.45 - 11.15am	Masterclasses					
	Masterclass 13	Masterclass 14	Masterclass 15	Masterclass 16		
	Put together a brilliant communications strategy	Produce the best communications – on a shoestring	Harness the power of storytelling	The secrets of great e.comms		
11.15 - 11.30am	Break					
11 20 - 12 poor	Inspirational talks					
11.50 - 12 1100	-	talks from charities doing inno ractical tips.	vative work in the world of cor	nmunications – guaranteed		
12 – 1pm	Masterclasses					
	Masterclass 17	Masterclass 18	Masterclass 19	Masterclass 20		
	Make more impact with your brand	Evaluate your communications effectively	Get your cause the media coverage it deserves	Website tips and tricks		
1 – 1.45pm	Lunch					
1.45 – 2.45pm	Keynote speech					
	Speaker TBC					
2.45 – 3.15pm	Inspirational talks					
	Choose from three powerful talks from charities doing innovative work in the world of communications – gua to give you inspiration and practical tips.					
3.15 – 4.45pm	Masterclasses					
	Masterclass 21	Masterclass 22	Masterclass 23	Masterclass 24		
	Become an internal communications expert	Create great films – no matter what your budget	Produce the best communications – on a shoestring	Maximise social media		
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?			Another 10%		
	Band A	Band B	Band C	earlybird		
	£180 for one day/ £324 for both days Voluntary and community organisations with a turnover up to £500,000	£215 for one day/ £387 for both days Voluntary and community organisations with a turnover of over £500,000	£300 for one day/ £600 for both days Commercial organisations	discount if you book before 10 August 2016		

Build the best content strategy

Masterclass 1

You can create 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.

Writing 101: The essentials of good copy Masterclass 2

No matter what medium you're writing for, the fundamentals of good copy remain the same - from writing in plain, simple English to eradicating jargon and charity buzzwords. Come along to this workshop to learn the tricks of the trade and be inspired to improve your writing. Make your copy clear, powerful and engaging every time you write.

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.

Create great online content

Masterclass 4

There are around a billion websites out there. So how can you get people to pay attention to yours? Learn everything you need to know about writing for the web at this masterclass. We'll show you how to create brilliant, engaging, shareable content for websites and social media, and use your words to make people support your organisation online.

Do something amazing with your annual review

Masterclass 5

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. Come to this workshop and ensure your next annual report will wow everyone who reads it!

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, including 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.

Make the most of photography and visuals

Masterclass 7

Creating great copy goes a long way to making fantastic websites, publications and social media. But good imagery is vital too. What makes good visuals? And how can you create them? This masterclass will guide you through the essentials of finding, taking and using good photography on any budget, and other visuals to consider, such as infographics.

How to write successful fundraising applications

Masterclass 8

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For charities, the competition for funding doesn't get any easier. This workshop will show you how to write fundraising

Captiv8 Drop-in print design and

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 **both days** 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. Reserve your 30-minute

surgery slot when you book

applications that stand out from the crowd - and win the money your charity needs and deserves to do its crucial work.

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, editing and filming guotes and case studies, this practical session will leave you brimming with ideas on how to interview for and write the best possible human stories.

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

Masterclass 10

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 excellent charity news, features and press releases

Masterclass 11

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 a killer press release.

Write effective emails and e.newsletters

Masterclass 12

In a busy inbox, how can you make sure your emails and e.newsletters get opened and read? From writing subject lines and creating killer content, to the best times of day to send emails, 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.

Put together a brilliant communications strategy

Masterclass 13

You can have the best campaigns. Fantastic PR work. 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 the best communications – on a shoestring

Masterclass 14 and 23

Is your communications budget a little tight? Or even non-existent? That 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!

Harness the power of storytelling

Masterclass 15

Nothing will show your organisation's impact more powerfully than the authentic, well told stories of the people you help. But how can you create great stories? What are the best platforms to use? Come to this workshop to find out, harness the power of storytelling for your cause, and give your beneficiaries and service users a powerful voice.

The secrets of great e.comms

Masterclass 16

Email and e.newsletters can be powerful communications tools. Done right, they can also punch well above their weight on a small budget. Come to this workshop to find out how to make your e.comms more effective, from creating great content to the best systems to use.

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.

Evaluate your communications effectively

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 your cause the media coverage it deserves

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.

Website tips and tricks

Masterclass 20

Just a few small, easy, affordable changes to your website will make it 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.

Become an internal communications expert

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.

Create great films – no matter what your budget

Masterclass 22

Film is such a powerful storytelling tool for charities, bringing your cause to life in a way like no other. This practical and innovative workshop will share the best examples of charity films out there, and show you how to make excellent videos for yourself – even if your budget is a little tight.

Maximise social media

Masterclass 24

Twitter. Facebook. Instagram. Snapchat. 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 advice. Plus, learn what's next for social media, so your organisation can get ahead of the curve.

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

Red Pencil

Red Pencil is an independent consultancy with expertise that spans fundraising, marketing, communications, organisational development, strategy and branding. We work with charities and NGOs of all sizes from really small to very large – and cover most causes along the way. www.redpencil.co.uk

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, and 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

"Really informative – excellent ideas to take away." Claire Jopson, Spinal Injuries Association

"Today's content was very strong – good presenters." Lauren Levieux, University of Manchester

"I have taken many tips and tricks to share with my team. The sessions have triggered lots of new ideas." Laura Allen, Teach First

Data protection

DSC will use the information you provide on your booking form, and additional information you may provide in the future, for administrating 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 2016, 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	Fees: Earlybird discount available until 10 August 2016	
surgery (available both days) tick here	Band Voluntary and community organisations with a	
	A turnover up to £500,000	
Places	Both days – £324 Both days + 10% earlybird discount – £292	
Flaces	$\bigcirc \text{One day} - \textbf{f180}$	
1. Name	One day + 10% earlybird discount – £162	
Position	Band Voluntary and community organisations with a	
Email	Both days – £387	
Tick which days you want to attend Day 1 Day 2	Both days + 10% earlybird discount – £349 One day – £215	
Day 1 masterclass choice (please choose THREE workshops)	One day + 10% earlybird discount – £194	
Day 2 masterclass choice (please choose THREE workshops)	Commercial organisations Both days – £600 Both days + 10% earlybird discount – £540	
2. Name	One day – £300	
Position	One day + 10% earlybird discount – £270	
Email	Method of payment	
Tick which days you want to attend Day 1 Day 2		
Day 1 masterclass choice (please choose THREE workshops)	I enclose a cheque for £	
Day 2 masterclass choice (please choose THREE workshops)	payable to the Directory of Social Change	
	Please invoice my organisation for £	
Organisation	Visa Mastercard Maestro Delta/Connect	
Address	Please quote card number Maestro only	
Postcode	Valid from Expiry date Maestro only Please quote last 3 digits of your security number,	
	which the number on the back of your card	
Tel	Cardholder's signature Cardholder's address (if different from left)	
Is your organisation:	Name	
Organisation type Voluntary/Community/Charity Statutory Commercial	Address	
Employee no: Under 5 6-20 21-50 51-250 251-1000 1000+		
Turnover <100K	Postcode	