

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

Charity Writing and Communications Training Days

RETURNING FOR ITS EIGHTH YEAR

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
- 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
- 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.”

Felicity Crump, Macular Society

COME TO ONE OR BOTH DAYS

Book your place now, from just £162

Price freeze from 2015!

10% earlybird discount if you book before 10 August 2016

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

Red Pencil



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 NINE 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 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

Build the best content strategy

Masterclass 2

Writing 101: The essentials of good copy

Masterclass 3

Edit and proofread like a pro

Masterclass 4

Create great online content

11.45 – 12 noon Break

12 – 1pm Masterclasses

Masterclass 5

Do something amazing with your annual review

Masterclass 6

Become a print and mailing expert

Masterclass 7

Make the most of photography and visuals

Masterclass 8

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

Create compelling case studies

Masterclass 10

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

Masterclass 11

How to write excellent charity news, features and press releases

Masterclass 12

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 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

Put together a brilliant communications strategy

Masterclass 14

Produce the best communications – on a shoestring

Masterclass 15

Harness the power of storytelling

Masterclass 16

The secrets of great e.comms

11.15 – 11.30am Break

11.30 – 12 noon **Inspirational talks**

Choose from three powerful talks from charities doing innovative work in the world of communications – guaranteed to give you inspiration and practical tips.

12 – 1pm **Masterclasses**

Masterclass 17

Make more impact with your brand

Masterclass 18

Evaluate your communications effectively

Masterclass 19

Get your cause the media coverage it deserves

Masterclass 20

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 – guaranteed to give you inspiration and practical tips.

3.15 – 4.45pm **Masterclasses**

Masterclass 21

Become an internal communications expert

Masterclass 22

Create great films – no matter what your budget

Masterclass 23

Produce the best communications – on a shoestring

Masterclass 24

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?

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

Band C

**£300 for one day/
£600 for both days**

Commercial organisations

**Another 10%
earlybird
discount if
you book
before 10
August 2016**

Masterclasses Day 1

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

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

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 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.

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.



Masterclasses Day 2

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

