

In-house training brought to you ... high quality, flexible, cost effective

## High level Income Generation Strategies

Training that provides you with solutions to meet your highest goals

This training is for groups of experienced Senior Business Managers who are looking for that next level of income generation opportunities for their school.

The training will not only cover:

- The 5 Cornerstones of Income Generation
- The essential role of marketing
- The key elements of an integrated income generation plan

but also provide you with:

- Expert development of your Income Generation Strategy
- Creative solutions to implement in your school

*“ The knowledge and experience of the course leader and the ability to articulate, I found stimulating. Lots of good advice on how to write a bid. ”*

*Comments are from delegates of Justin's previous courses*

*Please see the full In-house programme overleaf*

Course Presenter: Justin Smith

Justin is an award winning school business specialist, whose strength is communicating with people. He has over 20 years' experience in sales and account management, marketing and resource management.

Following a career spent in private sector business development and marketing, Justin moved into the education sector over 14 years ago and has worked in 3 large secondary schools in Suffolk and Norfolk.

Justin specialises in community relations and developing sustainable collaborations with business; identifying commercial opportunities that can be mutually beneficial to both the school and the business partner. A vastly experienced bid writer, Justin has a strong track record in raising funds for schools via conventional trust funds, grants and sponsorships, securing nearly £1 million for schools. In each of the schools Justin has worked, his salary was self-funded within a year.

In 2015 Justin was awarded the National Association of School Business Management annual Marketing Award and in 2017 he established his own business, Chameleon Training and Consultancy, designed to provide specialist marketing and income generation support to the education sector.

This professional training course is supported by a comprehensive manual written specifically for the event. The manual contains all materials used throughout the day, reducing the need for extensive note taking. All in-house participants will be provided with a manual and individual certificate of attendance.

9.30 - 10.00	Registration and refreshments
10.00 - 11.30	<p>Introduction, welcome and course outline</p> <p>The main success factors to Income Generation</p> <ul style="list-style-type: none"> <li>• The 5 Cornerstones <ul style="list-style-type: none"> <li>◦ The 'In It To Win It' principle</li> </ul> </li> <li>• Assessing Your Situation <ul style="list-style-type: none"> <li>◦ Using simple tools to understand your current environment</li> <li>◦ The challenges and opportunities</li> </ul> </li> <li>• The Role of Marketing <ul style="list-style-type: none"> <li>◦ Key message and value mapping</li> </ul> </li> </ul>
11.30 - 11.50	Mid-morning refreshments
11.50 - 12.45	<p>Planning for Success</p> <ul style="list-style-type: none"> <li>• The key elements of an integrated income generation plan</li> </ul>
12.45 - 1.45	Lunch
	<b>Afternoon sessions flexible, with access to refreshments</b>
1.45 - 3.00	<p>Develop your Income Generation Strategy</p> <ul style="list-style-type: none"> <li>• Practical session with templates provided <ul style="list-style-type: none"> <li>◦ Populate an Income Generation Plan for your school</li> <li>◦ Undertake analysis of how your school appears to potential investors/sponsors</li> <li>◦ Share good practice and case studies</li> <li>◦ Review the language/tactics used from a successful funding bid</li> </ul> </li> </ul>
3.00 - 3.45	<p>Innovation and Enterprise</p> <ul style="list-style-type: none"> <li>• Creative solutions to generate revenue <ul style="list-style-type: none"> <li>◦ E-Commerce - exploiting your website and social media</li> <li>◦ Sponsorships and Business Directories - simple ways to generate sustainable revenue streams</li> <li>◦ Alumni - engaging with your former students</li> <li>◦ Donations and Gift Aid</li> <li>◦ Partnerships - benefits and pitfalls</li> <li>◦ Collaboration - it's a team sport!</li> </ul> </li> </ul>
3.45 - 4.00	Reflection and Summary

*This course is can be delivered to a max of 30 participants (for quality purposes)*

*Please contact Emma for a quote on [emma@rta-training.co.uk](mailto:emma@rta-training.co.uk) or feel free to contact the office directly on 01823 413313*

*This event is also available to be delivered collaboratively - allowing us to offer the training for the reduced rate of £169 + vat pp. For more details on collaborative training please contact Jemima at [jemima@rta-training.co.uk](mailto:jemima@rta-training.co.uk)*