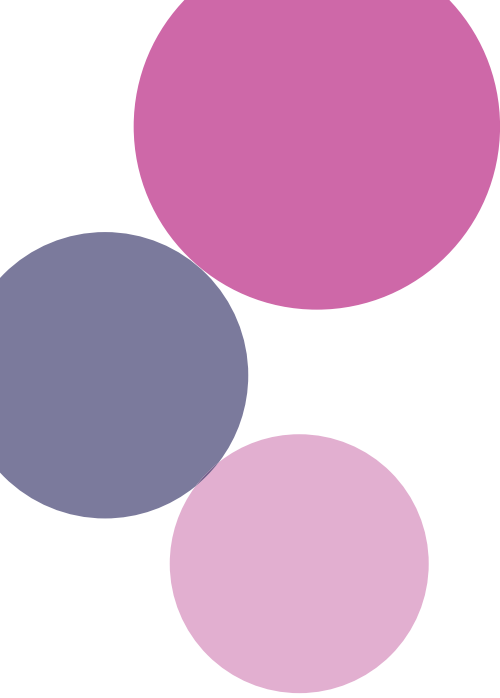


2011/12

Broadland Council Training Services
The best training for less





Broadland Council Training Services is your local training provider.

Broadland Council Training Services (BCTS) is a specialist training provider, delivering 3 different types of training programmes to people of all ages and abilities in Norfolk and the Eastern Region. Foundation Training for young people who attained few qualifications at school, Mainstream Training delivering NVQ's and other qualifications mainly through Government approved Apprenticeship Programmes and Business Training.

This prospectus covers our Business Training provision which is delivered from a modern IT and syndicate training suite at Broadland District Council's offices in Thorpe St Andrew, Norwich. We offer a comprehensive range of courses from Health and Safety, Personal Development and Customer Care to Business Management, Online Skills, Media Training and IT, as well as courses for people exploring the possibility of setting up their own business in Broadland.

BCTS have supported over 100 people through our Business Start Up course in the past year. We have delivered training programmes to Sole Traders across Norfolk, as well as small and medium sized businesses such as the Thursford Collection and Roys of Wroxham, as well as large organisations such as the Norfolk and Norwich University Hospital.

Our courses are competitively priced and are delivered by skilled, practical and knowledgeable tutors, who use a variety of training methods including workshops and one to one support.

The course programme is reviewed twice a year to ensure that new courses take account of customer feedback on both satisfaction levels and demand for new or innovative programmes. Please let us know if there is a course that you are interested in, which you can't find in our programme, and we will explore the viability of setting up a new course.

To book onto any of our courses please visit www.broadland.gov.uk/trainingcourses and click on the book online link. You will need a Login ID and password which you can get by calling **0800 389 1113**.

0800 389 1113 broadland.gov.uk/trainingcourses

2012

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BIIAB Level 1 Award in Responsible Alcohol Retailing (ARAR)

This British Institute of Innkeeping Awarding Body (BIIAB) qualification provides essential knowledge and understanding of the responsibilities of alcohol retailers authorised by a personal licence holder to sell alcohol.

This award is designed for anyone who works on licensed retail premises who is, or likely to be, involved in the sale of alcohol including barstaff, supermarket cashiers, waiters/waitresses, licensed shop cashiers, in any licensed premises including: pubs, bars, hotels, restaurants, licensed shops, supermarkets, convenience stores, licensed retail stores, sports and social clubs, entertainment venues, nightclubs and any other premises where alcohol is sold.

Duration: Half-day course (1:00pm – 5:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: No, only provided on full day courses. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the BIIAB that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example a passport or driving licence.



The nature of alcohol and the effect that it has on the human body
The main issues in the 2003 Licensing Act
Licensing law in relation to the protection of children from harm
The social responsibilities relating to the retail sale of alcohol
How to recognise drunkenness, and your duty not to serve
Appropriate strategies that can be adopted to prevent or eliminate alcohol-related crime and conflict and the importance of personal safety

The examination consists of 25 multiple choice questions with 3 mandatory questions which must be answered correctly and to pass 14 out of 22 must be achieved in the second section.

You will be given a handbook to take away and keep after the course for future reference.

Course content may vary slightly from the above



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BIIAB Level 2 National Certificate for Personal Licence Holders (NCPLH)

Under the Licensing Act 2003, anyone authorising the retail sale of alcohol will have to hold a personal licence. In order to qualify for a personal licence, an applicant must hold a licensing qualification which is accredited and D.C.M.S approved.

The main qualification is the British Institute of Innkeeping Awarding Body's NCPLH.

By the end of the course candidates will have the knowledge required to ensure that all sales or supply of alcohol will satisfy the due diligence requirements of the Licensing Act 2003.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the BIIAB that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example a passport or driving licence.



- The roles, responsibilities and functions of licensing authorities**
- The role and legal responsibilities and the application process for a personal licence**
- The premises licence**
- The content and purpose of operating schedules**
- The role and duties of the designated premises supervisor**
- Unauthorised licensable activities**
- Permitted temporary licensable activities**
- Rights of entry to licensed premises**
- Police powers with regard to suspension and closure of licensed premises**
- The specific prohibitions for the sale of alcohol**
- The strengths of alcoholic drinks, and the effects of alcohol on the human body**
- The protection of children from harm**
- The responsible retail sale of alcohol**

Subject to passing a 40 question multiple choice exam paper, delegates will gain the Level 2 National Certificate for Personal Licence Holders and can then apply for a Personal Licence from their relevant local authority.

Course content may vary slightly from the above



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Chartered Institute of Environmental Health (CIEH) Level 1 Award in Food Safety (Catering, Manufacturing & Retail)

This half-day course provides an entry point to the field of food safety – the content is simple and presented in a visually stimulating format. The level 1 awards are perfect for employees with only basic education, for whom English is a second language or those with special needs.

These awards also provide an ideal solution to staff induction training. They are well-suited to individual handling low risk or wrapped foods (category A). These may include waiting or check out staff or kitchen porters and warehouse staff. The course enables attendees to understand the essential of food hygiene and have a basic overview and awareness of key food safety issues.

The CIEH Level 1 Awards are designed to be tailored according to candidates needs.

Duration: Half-day course

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: No, only provided on full day courses. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.



Food Safety
Cleaning
Personal Hygiene
Contamination

Subject to passing a multiple choice exam paper, candidates will gain the Chartered Institute of Environmental Health Level 1 Award in Food Safety.

Course feedback: “Very friendly and approachable tutor.”

Course content may vary slightly from the above



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Chartered Institute of Environmental Health (CIEH) Level 2 Award in Food Safety in Catering

This course enables attendees to take personal responsibility for following food safety procedures, keep themselves clean and hygienic, receive and store food safely and prepare, cook and hot hold food safely.

By the end of the course, employees who handle food will gain a firm grasp of the importance of food safety systems, techniques and the procedures involved, an appreciation of Food Safety Hazards and the confidence and expertise to deliver food safely to customers.

- Duration:** One-day course (9:00am – 5:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.



Legislation
Food safety hazards
Temperature control
Refrigeration, chilling and cold holding
Cooking, hot holding and reheating
Food handling
Principles of safe food storage
Cleaning
Food premises and equipment

Subject to passing a 30 question multiple choice exam paper delegates will gain the Chartered Institute of Environmental Health Level 2 Award in Food Safety in Catering. It is recommended that this qualification is refreshed every 3 years.

You will be given a CIEH Food Safety in Catering manual to take away and keep after the course for future reference.

Course feedback “Very interesting and eye opening – thank you.”

Course content may vary slightly from the above



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Chartered Institute of Environmental Health (CIEH) Level 2 Award in Food Safety in Catering - Refresher

This qualification is ideal for any candidates who have taken the CIEH Level 2 Award in Food Safety in Catering within the last 3 years.

This refresher course enables attendees to be reminded to take personal responsibility for following food safety procedures, to refresh them on the need to keep themselves clean and hygienic, and revisit the requirement to receive and store food safely and also to prepare, cook and hot hold food safely. By the end of the course, employees will have regained the confidence and expertise to deliver food safely to customers.

Duration: Half-day course

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: No, only provided on full day courses. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.

We will also need to see sight of your valid Level 2 Certificate



Refresh your knowledge of food safety
Revisit key areas of food safety
Encourage best practice within the workplace
Responsibilities for food safety
Personal hygiene
The work environment
Product safety

Subject to passing a 30 question multiple choice exam paper, delegates will get a Refresher certificate from the CIEH.

Course content may vary slightly from the above



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Chartered Institute of Environmental Health (CIEH) Level 2 Award in Health and Safety in the Workplace

This course has been designed to ensure that all employees are aware of their own safety and the safety of customers, contractors and the public. It is applicable in any workplace and the training can be adapted to meet specific needs.

This course enables attendees to understand the principles of Health and Safety, contribute to any Health and Safety Management system, develop an understanding of the responsibilities placed on employers and employees, develop an understanding of hazard, risk and the main causes of harm to workers, acknowledge the importance of following systems, procedures and rules and understand how individual action can reduce risks to health and safety

- Duration:** One-day course (9:00am – 5:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.



Legislation
Health
Safety
Welfare
The workplace and workplace equipment
Risk assessment
Manual handling
Hazardous substances
Ergonomics and work station design
Transport and vehicles
Noise and vibration

Subject to passing a 30 question multiple choice exam paper delegates will gain the Chartered Institute of Environmental Health Level 2 Award in Health and Safety in the Workplace. It is recommended that this qualification is refreshed every 3 years.

Course feedback: “Excellent tutor providing many good real examples which made things easier to remember. Thank you!”

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Chartered Institute of Environmental Health (CIEH) Level 3 Award in Health and Safety in the Workplace

This course has been designed to ensure that supervisors, owners, team leaders and managers are aware of their health and safety responsibilities in improving the Health and Safety Culture or that of their organisations. It provides an opportunity to look more deeply into general health and safety from a supervisory perspective.

At the end of this course, delegates will be able to demonstrate an understanding of the main concepts of health and safety, show awareness of the benefits of a positive health and safety culture, explain the roles and responsibilities of individuals, supervisors and management in health and safety and demonstrate an understanding of health and safety control and improvement strategies available to supervisors.

Prerequisite – a basic knowledge of health and safety issues is required - for example the CIEH 2 Award in Health and Safety in the Workplace (Foundation Certificate in Health and Safety) or equivalent is required.

- Duration:** Three-day course (gap between days 2 and 3 for revision.
9:00am – 5:00pm approximately each day)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.



Legislation (UK only)
Concept of health and safety
Accidents in the workplace
Ill health in the workplace
Health and safety organisation and management
Supervising health and safety

There will be a gap between days 2 and 3 of the course for delegates to revise from the book given during the course. Subject to passing a 60 question multiple choice exam paper delegates will be awarded the Chartered Institute of Environmental Health Level 3 Certificate in the Workplace.

Course content may vary slightly from the above



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Chartered Institute of Environmental Health (CIEH) Level 2 Award in Healthier Food and Special Diets

This course has been designed to provide a good basic knowledge and understanding of Nutrition for anyone who prepares and serves food. It will enable them to plan well balanced meals that will have a positive impact on health

By the end of the course, delegates will understand nutrition terminology, that a nutritionally balanced diet has a positive effect on health, that different groups of people require different diets to suit their lifestyle, the guidance that is available and describe in general terms the requirements of the current legislation, that food processing and manufacture can change the nutritional content of foods and the importance of accurate nutritional information being available on food products.

- Duration:** One-day course (9:00am – 5:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.



Course
Content

The relationship between nutrition, diet and health
The nutritional requirements of different population groups
Current policy, legislation and voluntary guidelines
The effects of food processing on nutrient content
Nutritional labelling

Subject to passing a 30 question multiple choice exam paper and practical assessment, delegates will gain the Chartered Institute of Environmental Health Level 2 Award in Healthier Food and Special Diets. It is recommended that this qualification is refreshed every 3 years.

Course feedback: "I feel a lot happier now knowing how to look after myself through a better understanding of my dietary requirements."

Course content may vary slightly from the above



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CIEH Registered Centre

Chartered Institute of Environmental Health (CIEH) Level 2 Award in Manual Handling – Principles and Practice

This new CIEH qualification, aimed at those who carry out manual handling at work, provides essential information about manual handling hazards and their control and is for both industrial and office workers. Under the Manual Handling Operations Regulations 1992, employers are required to take appropriate steps to reduce the risk of injury to employees – this includes suitable training.

The CIEH Level 2 Award in Manual Handling – Principles and Practice combines both the theoretical and hands-on elements of the subject and teaches learners techniques to lift, carry, push and pull objects safely within their individual capabilities.

- Duration:** One-day course (9:00am – 5:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.

Please note that it is a requirement of the CIEH, the awarding body, that we need to see photographic proof of identity of each candidate before they can be entered into the exam, for example, passport, driving licence, student union card or work pass.



Course
Content

Manual handling hazards, risks and controls
How manual handling operations can cause injury and harm
The scope of legal requirements and where guidance can be found
The process for assessing manual handling risks
The value of risk assessment and how it applies to safe manual handling practice
Manual handling techniques – lifting loads from low levels/working at low levels/lowering from height/pushing loads/pulling loads/carrying/team handling

Subject to passing a 30 question multiple choice exam paper and practical assessment, delegates will gain the Chartered Institute of Environmental Health Level 2 Award in Manual Handling – Principles & Practice. It is recommended that this qualification is refreshed every 3 years.

Course content may vary slightly from the above



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Emergency First Aid at Work

This course is designed to give you the skills, knowledge and confidence that could be vitally important at work or at home.

- Duration:** One-day course (9:30am – 4:30pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant. Refreshments will be available throughout the duration of this course.



- Introduction**
- The first aid kit**
- Assessment of an incident**
- Resuscitation**
- Unconscious casualty**
- Recovery position / spinal injury recovery position**
- Choking**
- Bleeding**
- Shock**
- Minor injuries**
- Importance of basic hygiene in first aid procedures**

At the end of the course, all trainees will receive a first aid book to support this course. Attendees will also receive an Emergency First Aid Certificate valid for three years. This certificate is recognised through the Health and Safety Executive.

Course feedback: “Very informative and easy to learn.”

Course content may vary slightly from the above



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First Aid at Work

This course is for anyone who wants, or needs to be, qualified to meet the requirements of the Health and Safety (First Aid) regulations 1981. This is commonly referred to as a “First Aid at Work” qualified first aider.

- Duration:** Three-day course (9:30am – 4:30pm approximately each day)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant on each day of the course. Refreshments will be available throughout the duration of this course.



Introduction

Assessment of an incident

Non-breathing casualty

Resuscitation

Unconscious casualty

Recovery position

Spinal injury recovery position

Variations in resuscitation

- obstructed airways and choking

Circulatory system

Heart attacks and angina

Severe bleeding

Shock

First aid kit and reporting

Illnesses

e.g. strokes, asthma, epilepsy

Diabetes

Fainting

Fractures

Dislocations

Sprains and strains

Burns and scalds

Poisons

Stings

Anaphylaxis

Eye injuries

Revision

Final assessment

At the end of the course, attendees receive a 3 Day First Aid at Work Certificate valid for three years. This certificate is recognised through the Health and Safety Executive.

Course feedback: “It was an excellent course, we learnt an awful lot.”

Course content may vary slightly from the above



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First Aid at Work – Refresher

The content of this course meets the requirements of the Health and Safety Executive and includes revision in all topics covered in the 3 day First Aid at Work course, together with updates on any changes to H&S legislation or best practice occurring during the last 3 years.

The course is suitable for anyone who has a valid and current First Aid at Work Certificate.

- Duration:** Two-day course (9:30am – 4:30pm approximately each day)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant on each day of the course. Refreshments will be available throughout the duration of this course.



Introduction

- Assessment of an incident
- Non-breathing casualty
- Resuscitation
- Unconscious casualty
- Recovery position
- Spinal injury recovery position
- Variations in resuscitation
 - obstructed airways and choking
- Circulatory system
- Heart attacks and angina
- Severe bleeding
- Shock
- First aid kit and reporting
- Illnesses
 - e.g. strokes, asthma, epilepsy

Diabetes

- Fainting
- Fractures
- Dislocations
- Sprains and strains
- Burns and scalds
- Poisons
- Stings
- Anaphylaxis
- Eye injuries

Revision

- Final assessment

At the end of the course, attendees receive a 3 Day First Aid at Work Certificate valid for three years. This certificate is recognised through the Health and Safety Executive.

Course content may vary slightly from the above



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Fire Extinguisher Training

This enjoyable and dynamic course is aimed at providing employees with practical familiarisation and experience of the fire fighting equipment that is provided at their workplace. **This course is delivered by qualified fire fighters that have extensive fire fighting experience.**

As an employer it will assist you to fulfil your Health and Safety duties under The Provision and Use of Work Equipment Regulations 1998 Section 9 and The Health and Safety at Work Act 1974.

We will provide delegates with the opportunity to understand the uses and limitations of equipment like extinguishers and fire hoses, in addition to the general issues regarding fire safety.

During the practical side of the course, delegates will have the opportunity to safely use a range of fire extinguishers on our live fire training rig.

Duration: Half-day course (1:30pm – 4:30pm approximately)

Equipment: The practical part of this session is held outside, please dress in loose comfortable clothing suitable for the weather on the day. Pens and note paper will be available.

Lunch provided: No, only provided on full day courses. **If you are also attending the Fire Marshalling course in the morning you will be issued with a voucher to go towards the cost of your lunch from the council's restaurant.** Refreshments will be available throughout the duration of this course.

Upon completion of this half-day course, delegates will have knowledge and awareness in the following areas:



- Different types of fire extinguishers**
- Common sources of ignition and fire**
- Why and how fires spread**
- Different classes of fire**
- Emergency procedures and means of escape**
- How to use extinguishers correctly**
- Practical session using extinguishers on live fires**

Course content may vary slightly from the above



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Fire Marshalling

This course is aimed at providing employees who have been nominated as fire marshals or fire wardens with the knowledge and skills to carry out their duties effectively. **This course is delivered by qualified fire fighters.**

It is designed to provide delegates with an awareness of the requirements and implications of The Regulatory Reform (Fire Safety) Order 2005, in addition to the general issues regarding fire safety.

Delegates will learn the common causes of fires and how fires spread, in order that they may take this knowledge back to their workplace or area of responsibility to reduce the risk of fires starting or spreading, together with emergency procedures to be followed in case of fire.

- Duration:** Half-day course (9:30am – 12:30pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** No, only provided on full day courses. **If you are also attending the Fire Extinguisher Training course in the afternoon you will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant.** Refreshments will be available throughout the duration of this course.

Upon completion of this half-day course, delegates will have knowledge and awareness in the following areas:



- Responsibilities of fire marshals**
- Relevant legal requirements**
- Fire risk assessments, inspections and audits**
- Fire detection and warning systems**
- Emergency procedures, means of escape and evacuations**
- Fire fighting equipment**
- Maintenance and testing of fire precautions**

Delegates will also be provided with information on recommended document formats for use when carrying out their own inspections and audits.

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An Introduction to NLP (Neuro Linguistic Programming)

Take control, get the results you want, be more fulfilled and change your life

NLP is like a user manual for the brain, it helps you to understand how you think, how you communicate and most importantly how you can change.

The course will begin to give you an understanding of what NLP can deliver, ranging from helping you to grow your business to enhancing your career prospects and improving your business relationships.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



- Change your limiting beliefs**
- Build your confidence**
- Reduce your stress**
- Increase your understanding of yourself and others**
- Improve your communication skills**
- Expand your effectiveness**

Course content may vary slightly from the above



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Business Relationships Made Easy - Managing Personality Clashes

What's it all about? Working life is increasingly busy so people spend less time communicating. Rushed chats, abbreviated emails, texts and phone calls can all lead to misunderstandings. Assumptions result which (especially if incorrect) upset recipients. Tempers flare, personality clashes explode and even previously sound relationships 'crash and burn'!

Business Relationships issues can cost thousands of pounds per year through lost sales, lost customers, lost staff and lost suppliers. All are expensive to replace and often uncomfortable to resolve.

Who should attend? Anyone dealing with people in business, from pre-start to director, whose role includes sales, customer service, managing, interviewing, networking, negotiating etc.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Recognising your own blend of personality styles
Realising the differences between your style-blend and that of others
Standing-back from issues to recognise these differences then ...
Developing strategies for improved communication effectiveness leading to ...
Building or restoring damaged relationships e.g. within teams, with customers etc.

Learning Gains

Boosting confidence in communicating with others in business
Improving abilities for managing people, building rapport, selling, customer servicing, interviewing, negotiating, networking etc
Enhancing business effectiveness through clearer communication
Techniques for your toolkit
Customers are our business

Course content may vary slightly from the above



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Cold Calling for the Faint-Hearted – How to Turn Cold Calling into Warm Calling

Because an organisation has good product and efficient service, unfortunately it doesn't follow that the prospective customer is going to beat a path to their door. Most markets are extremely competitive so how are organisations going to find new customers if it is not by cold calling?

The biggest business fear after public speaking is cold calling. Sales people put in a great deal of effort and ingenuity in avoiding this scary task, so it is no great surprise to find that 80% of new business is won by 5% sales people! Why? Because 95% of sales people are afraid to cold call.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Overcoming the fear of cold calling
How to keep motivated when the going gets tough
Playing the cold calling numbers game
How to increase your ratio of successful calls
Creating a positive first impression
Handle objections
How to make cold calling fun!
How to become a high achieving, successful cold caller

Course feedback: "A very interesting course, very well presented. I feel much happier at the prospect of cold calling."

Course content may vary slightly from the above



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Creative Thinking

All businesses depend on new ideas and in these difficult times can't afford to stand still, they need those new ideas to prosper and grow.

Most staff are a huge and often untapped business resource, who in the majority of cases want to have their ideas listened to and valued. Everyone is creative and given the opportunity to think differently, each person has something to offer, however, they are often not heard. It is vital to recognise and to begin to overcome, the mental barriers that stop the majority of people from developing their creative thinking.

The workshop will be interactive, informal and fun.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



-
- Sew the seeds for a change in mindset to one that will encourage an ongoing flow of new creative ideas**
 - Learn effective practical ideas to think in a different way**
 - Inspire useful, creative, easy team thinking.**
 - Improve individual and team motivation**
 - Bring this new way of thinking into all aspects of life to stimulate creativity**
 - Begin to put this fresh innovative thinking into effective action**

Course content may vary slightly from the above



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Customer Service and Dispute Resolution Workshop

This one-day workshop is for anyone who has regular contact with customers and needs to recognise the importance of customer care to the company's reputation and success.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Communication skills

Barriers to communication

How many customers are you losing due to poor customer service skills?

What customer focus really means

How to develop a positive attitude

How to build customer rapport

How to resolve problems and create loyalty

How to deliver excellent service internally and externally

Demonstrating the company's commitment to customers

Keeping the customers at the top of the agenda

Resisting negative reactions to customers

General procedures on the telephone

3 strike procedures for difficult customers on the telephone

How to make the customer come back

Why are complaints good for business?

Resolution – the four stages

Techniques for your toolkit

Customers are our business

- Course feedback:** "The course was very interesting and I learnt alot. The trainer was very good and the DVD's very informative."

Course content may vary slightly from the above



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Delivering a Professional Presentation

This course is for anyone who has to give presentations and will help delegates with preparing the presentation, knowing which visual aids to use, give a good presentation and be able to deliver with confidence.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Preparation of the presentation content

Know your audience

The venue

Visual aids

Rehearsals

Image and body language

Presentation and delivery

Structure

Impact

Course feedback: "Very good trainer. Very easy day. Good helpful feedback."

Course content may vary slightly from the above



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Develop Your Confidence and Improve Your Professional Image

This course suggests ways of overcoming low confidence/self-esteem, and a range of practical strategies and techniques from which you can benefit immediately are explored.

Self-confidence and self-esteem link to all areas of life and work and affect our work performance and relationships with others. If you have a good level of self-confidence and self-esteem you will undoubtedly project a positive personal and professional image of yourself and of your organisation.

If you feel that low confidence or self-esteem is permanently or temporarily holding you back, this course could be of great benefit to you. The emphasis is on making positive change through practical and proven methods, to create a personal and professional image which reflects the best of your true skills, talents and abilities.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Immediate ways to boost your confidence
Know your life and work goals
Practical ways you can achieve them
How confidence connects to all areas of life
Understanding where low confidence/self-esteem comes from
How you see yourself and how others see you
Tried and tested techniques for improving self-image
The power of positive thinking
Confident body language
Respecting your own, and others, needs
Establishing the boundaries – how to say 'no' politely
Monitoring and maintaining your new levels of confidence

Course feedback: "It was very informative, a full day and rewarding for me."

Course content may vary slightly from the above



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Developing Assertive Behaviour and Negotiation Skills

This course is for anyone who wishes to become more assertive and feel confident when negotiating. It can benefit those who deal with difficult customers or those who have to negotiate at work. Combining theory and practice the day examines how we can be more successful in our dealings with other people.

By the end of the course you should be aware of and identify different behaviour types, be more confident in your approaches, structure a negotiation so that you can achieve win win and eliminate negativity and barriers.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Insight into what is and what is not assertive behaviour
Defining the four basic personality types
Understand how personality affects our interaction and communication
Developing confidence and self esteem
The importance of 'win-win' outcomes
Different approaches to negotiation: examination of different strategies
Preparing for negotiation
Techniques for opening and developing negotiations
Interpersonal skills: rapport building, listening and questioning, summarising and body language
Techniques for persuading and encouraging agreement based on mutual interests
Role play exercise, analysis and feedback
Reducing conflict: avoiding negative responses; handling differences of opinion

Course feedback: "Thank you very much for a very enjoyable, interesting, informative and stimulating day."

Course content may vary slightly from the above



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Employability Training

Do application forms leave you puzzled?

Do interviews make you feel weak at the knees?

The Employability Training Workshop is designed for those who feel that they need some extra support in applying for jobs or getting through the interview process.

This workshop will hope to answer all your questions and make you feel more at ease with the whole recruiting process.

Duration: Half-day course (9:30am – 12:30pm approximately)

Equipment: Bring any certificates of education and training.
An old CV if you have one.
Pens and note paper will be available.

Lunch provided: No, only provided on full day courses. Refreshments will be available throughout the duration of this course.



The main areas this course will cover are:

- **CV building**
- **Application tips and completion**
- **Interview techniques**

The course will contain:

- **Practical activities**
- **Pair/team work**
- **Advice and guidance**

Each learner will be given:

- **A course booklet**
- **A CD containing a choice of CV layouts, copy of course booklet**

After the workshop, you are entitled to two free hours of individual coaching. You are also entitled to take two courses of your choice from the standard BCTS course programme for the reduced cost of £10 per course (subject to availability).

Course feedback: “This course has given me more confidence to go to interviews, and help with how to write a new CV.”

Course content may vary slightly from the above



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Face-to-Face Communication and Professional Telephone Behaviour

This course is designed for anyone who deals with customers / clients, either face-to-face or over the telephone.

By the end of the course you should be able to understand body language, understand the need for good communication skills, answer the telephone in a professional way and learn to listen.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



First impressions
Understanding the importance of communication
Body language
Barriers to communication
Methods/techniques used to deal with customer/clients
Telephone tactics
'The Terrible Ten' – 10 pet hates
Controlling the call
How to deal with difficult customers and clients (3 strike rule)
Ability to listen
Taking messages
Role play using real equipment

When booking on this course, please can you give an indication of how much of your communication at work is carried out face to face and by telephone.

Course feedback: "Very good, would come again."

Course content may vary slightly from the above



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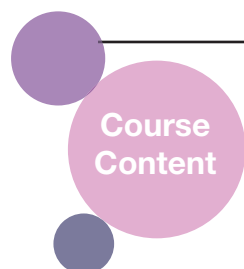
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Manage Yourself, Increase Your Time and Achieve Your Goals

This workshop is for anyone who wishes to make the maximum use of their time. The principles and practices of effective time management are covered and the achievement of business objectives is linked to strategies for long and short term planning. The course is also designed to help participants evaluate their own personal effectiveness and develop a plan for improving their individual areas of need.

This is a stimulating and thought-provoking day of benefit, to anyone who would like to improve their use of time and work more efficiently and effectively. By the end of the day participants will be more aware of their own personal/business goals and how to realistically achieve them. Participants will have a clear idea of how to improve their use of time and will leave the workshop with an array of practical strategies and techniques which they can put into practice and benefit from immediately.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Life management – identifying personal and business goals
Setting SMART goals
Proven strategies for long and short term planning towards achieving goals
Creating prime time for yourself
Managing interruption and distractions
Prioritising work
Urgent vs important
Keeping paperwork under control
Techniques for selective and rapid reading
The art of delegation
How to say 'No'
Overcoming time-wasting habits
Developing a personal plan to improve your time management

Course feedback: “The tutor’s friendly style of presenting made learning comfortable and easy.”

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Meetings, Agendas and Minutes

This course is for anyone who would like to improve their minute or note-taking skills. The different types of minutes are covered and the approach is a practical one, with participants given help and support to develop their summarising and writing skills. The workshop also aims to extend understanding of the requirements for different kinds of meetings, and to give a necessary appreciation of the procedure and protocol involved.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The different kinds of meeting
Requirements for formal and informal meetings
Characteristics of different types of minutes
Current styles of minutes in use
Format of the agenda
Using the agenda
What to write down and what to leave out
The art of summarising effectively
Techniques for ensuring accuracy
Role and duties of the Chairperson
Role and duties of the Secretary/Assistant
How to write up your minutes
Using appropriate language and tone
Procedures for publishing/distributing minutes

Course feedback: “Found the course extremely useful and the trainer’s knowledge second to none!”

Course content may vary slightly from the above



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Public Speaking Without the Fear

This workshop is for complete beginners who want to learn how to stand up and speak in public, but feel anxious and apprehensive. It is also for people who want to improve their current public speaking and presenting skills.

Public speaking is most people's greatest fear, way ahead of spiders, heights, snakes and flying. Whatever your level of experience this stimulating and enjoyable course will make a huge difference to your performance.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Controlling and manage fear and anxiety
Overcoming nervousness
Delivering a professional speech with real impact
Improving your self esteem and build your confidence
Presenting to any size of audience and command their attention
Using visual aids where necessary and keeping the audience's attention

Course feedback: "Trainer very helpful and willing to tailor course in anyway that would be helpful as individuals. Really enjoyed it – thanks!"

Course content may vary slightly from the above



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Stress Management

Stress holds people back and creates unnecessary hurdles. Today people are more stressed than ever before and this reduces their ability to live and work effectively with others. Stress decreases people's ability to make good decisions and crucially it can completely stop them from being able to enjoy their lives. Stress is becoming more and more prevalent and can manifest itself in many different ways including, anxiety, depression, panic attacks, burn out, social anxiety, fear, anger and exhaustion.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Understand stress and why it happens by pinpointing the sources
Rapidly bring stress under control
Alleviate many of the stressful demands that people face
Use practical ways to handle stress
Reduce stress with rational thinking and eliminating limited thoughts
Build effective defences against stress
Above all else, enjoy life to the full once more

Course content may vary slightly from the above



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Writing Effective Business Letters, Memos and Emails

This workshop is designed to help improve the speed and ease with which you deal with business correspondence. It looks at a range of techniques and formats which can be used to help make written communication more effective whilst at the same time reducing the workload when writing letters, memos and emails. This course is suitable for anyone who finds it difficult to get started, is uncertain about some of the conventions or simply wants to brush up on their business writing skills.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Clarity, Courtesy, Content, Customer's need – the four essential ingredients for any business communication

Choosing the right response

Essential preparation

Tone, language and layout

Sincerely or Faithfully? Conventions in business communications

Writing effective letters of advice and information

Cutting the workload with standard letters and paragraphs

Responding to letters of complaint

Do I need to answer this memo/email?

Conventions of electronic communications

Getting to the point in memos and emails

Selective distribution

Filing for easy retrieval

What to save and what to throw

The impact of presentation

Course feedback: "Very useful training course."

Course content may vary slightly from the above



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Your business is expanding but finances dictate employment levels

Many businesses find that as they expand their business, it is difficult to obtain the support they require for the smooth and efficient day to day running of the business such as having back office personnel in place or having a customer service employee who can cover telephone and face to face customer enquiries. Many companies are not in a position to take on a new person for these types of roles due to budget constraints and it falls to existing staff members to cover these roles which can overstretch current employees.

You are looking for a way to expand your business in a cost-effective way?

The National Apprenticeship Programme provides an opportunity for employers to hire an Apprentice at relatively low cost to provide support for areas such as Business Administration, Customer Service, Retail, Warehousing and Storage and Team Leading and Management. 16-18 year olds, looking for their first footing onto their chosen career path want a way to gain good business experience and qualifications at the same time. Studying full time can be costly to them and this is why many young people are looking to Apprenticeships to provide overall business knowledge and earn at the same time. Up-to-date information regarding Apprenticeship minimum wage can be found on the National Apprenticeship website.

You want to hear how other businesses have been helped

Clickers Archery based in Norwich took on a Retail Apprentice at the end of 2009. Graham Harris, director of Clickers Archery said, "...additional help with staff training is of huge benefit to our company, the NVQ is Government funded so we incurred no cost. The course is very relevant to our business and has made us all aware of better trading techniques, not just for the Apprentice. We have had no interruption to the work flow in the company and whilst I have made a small time investment in helping the Apprentice, this has given me some ideas about more profitable trading in the future of our company."

Some of the common Apprenticeship myths are:

- "I will have to spend a lot of training someone up." Apprentices often don't require any more training than any other new employee and often are able to pick things up quickly and think more creatively.
- "16-18 year olds won't have enough experience." Many young people have taken on part time roles and/or have had work experience whilst they have been at school and they are now looking for a role that is more specific to their chosen career path.
- "Once the Apprentice has finished their study, they will leave my company." Many apprentices want to stay on in the role that they have been in whilst completing their Apprenticeship and often are some of the most loyal employees as they appreciate the opportunity that has been given to them.

For further information, call BCTS on 01603 788950

Course content may vary slightly from the above



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Appraisal Skills

This one-day awareness workshop is for managers, supervisors and team leaders at all levels, who are required to carry out performance reviews and/or appraisal interviews.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



How to communicate an appraisal
Timetabling
Planning and evidence collecting
Structure and how to deliver the information
Why do we need appraisal/performance reviews
Administration
Following up training/development
Dealing with difficult situations

By the end of the course you should have:

A good understanding of appraisals procedures and technique to build on.

Course feedback: “I have definitely left with a positive outlook on how to move forward and how to start to implement the appraisal system.”

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Employing for the First Time

Employing staff for the first time can be quite a daunting prospect. This workshop is designed for first time employers guiding you through employment law, legislation and best practice in people management.

This one-day course will give delegates to choose the right employee for the job, an understanding of their legal obligations and help them to gain confidence in managing the process.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: If you have any current company application forms or assessment documentation, please feel free to bring these along. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Writing a job description
Writing a person specification
Advertising the vacancy
Interviewing applicants
Taking up references
Induction
Contract of employment
PAYE/NI
Managing your new employee

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Helping the Customer to Buy

This half-day course will provide delegates with an insight into sales strategies and techniques. The course approaches the topic of sales from two distinct angles:

- A mind-set for sales
- Sales techniques

The mind-set for sales is an essential element. We address the common barriers to sales, identify how to instil self-confidence, understanding different customer types and adapting appropriately.

In sales techniques we will look at some effective sales models to use as a framework for selling. We will identify ways of adapting these key models to suit different products, environments and clients. An essential part of any sales process is the close and this course will examine and develop a range of effective sales closes.

Delegates will take away a well-rounded understanding of effective sales principles, as well as ideas for practical application.

Duration: Half-day course

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: No, only provided on full-day courses. Refreshments will be available throughout the duration of this course.



A positive approach to sales

Internal barriers (mind-set)

External barriers (environment and objections)

Language patterns

Sales psychology

Recognising buying signals

Sales models

Closing techniques

Course content may vary slightly from the above



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How to Get Your Message Across and Win New Business

A very practical and interactive course that will enable you to define the essence of your business, and how to communicate that message to your customer effectively by phone, face to face and on paper.

By focusing on the customer, the course will give you the chance to develop a real understanding of the features and benefits of your offering and to look at the different options to meet each type of customer's needs.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



You will leave the course with:

- A clear understanding of your Unique Selling Point (USP)**
- Your mission statement**
- A memorable strap line**
- An elevator speech (a short pitch of what you do)**
- An action plan to get your business message out there**

Course content may vary slightly from the above



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www.broadland.gov.uk/trainingcourses

Introduction to Management

This one day course is designed to meet the needs of newly appointed or aspiring managers. This course will cover a range of essential skills and strategies to aid you in becoming an effective line manager.

- Duration:** One-day course (9:30am to 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Attitude and responsibility
Management effectiveness – management styles, the team, the task, the individual
Time management
Delegation skills
Motivating staff
Setting objectives – setting SMART objectives
Performance review
Providing feedback

Course feedback: “This was a well paced course which packed a lot into one day and provided plenty of opportunity to focus on our own particular concerns.”

Course content may vary slightly from the above



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Leading the Team

Team working has become an essential part of all modern businesses and successfully creating and leading a team, is now recognised as an essential and valuable skill necessary to the wellbeing of a business and its employees.

This stimulating day uses a variety of approaches including video, discussion, team work and practical activities. These are designed to consolidate learning whilst at the same time enabling those involved in leading a team to try out and practice essential strategies and skills.

This course is designed for all those whose work involves creating and supervising teams, and covers all the vital elements involved in the short and long term maintenance of the team through to its successful conclusion.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant. Refreshments will be available throughout the duration of this course.



- | | |
|--|---|
| <ul style="list-style-type: none"> Team working What makes a team effective? Why do some teams fail? The stages groups go through before becoming a team Team roles Your role as the leader Identifying your preferred style of leadership Roles of individual members Task allocation | <ul style="list-style-type: none"> Managing team performance Briefing the team Managing performance Incentives and motivation Delegating effectively Dealing with conflict Team development Setting clear objectives Reviewing progress Training and PDP development Activities for developing team loyalty |
|--|---|

Course feedback: “The course was very helpful.”

Course content may vary slightly from the above



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Practical Marketing

Complementary to the theoretical content of Marketing and Sales for Your Small Business, the aim of this small group masterclass is to develop individual marketing solutions and ideas that are realistic and practical for you and your enterprise.

The masterclass will explore the advantages and disadvantages of different marketing techniques and help delegates to choose the most appropriate elements to incorporate into their marketing plan. The course will also explore ways to develop your brand identity and Unique Selling Propositions (USPs) to incorporate into your marketing messages.

The course is delivered by a small business owner and marketing professional which gives the content a very practical, hands-on perspective. This course will be delivered with access to computers to allow for typed notes to be taken and basic software packages to be used in the practical tasks as appropriate.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Evaluating different marketing materials and techniques
Understanding branding and Unique Selling Propositions (USPs)
Developing a marketing tool (e.g. leaflet, website plan or logo)
Writing your step by step SMART marketing action plan

Course content may vary slightly from the above



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Recruitment and Selection

This workshop is for anyone currently involved in recruitment and selection of staff and provides an awareness of the process with a practical understanding.

Delegates will work through the recruitment and selection process from the initial preparation, planning and structure of the interview to the evaluation a practical workshop with discussions on current legislation.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: If you have any current company application forms or assessment documentation, please feel free to bring these along. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Ability to communicate effectively

Legislation

Role of the person specification

Role of the job description

Discussion and preparation

Where do the candidates come from?

Techniques for short-listing

Interview structure

Questioning and listening

Outcome

Administration needed

Inducting new members of staff

On-line applications

On the phone applications

Course feedback: “Thoroughly enjoyed the day and feel I learned a lot about the whole process. Looking forward to getting involved back at work!”

Course content may vary slightly from the above



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Supervising Skills

This workshop is ideal for supervisors or team leaders who would like to review and update their skills as a manager. This course is very useful for delegates new to the role of supervising.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The Supervisor's role
What does this role involve?
Where do you fit within the team?
What does your manager and team expect from you?
Qualities for success
The skills, attitudes and knowledge required
Effective listening
Encouraging commitment and mutual respect
Understand how to motivate and develop team members and communicate clearly goals and objectives
Measure team member's performance
Feel confident in the supervisory role
Ability to communicate effectively
Qualities needed to be a supervisor
How to deal with one-to-ones
Ability to coach
Action plan for future development

Course feedback: "Very enjoyable and informal. Encouraging and helpful on personal situations."

Course content may vary slightly from the above



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Train the Trainer

This workshop is for supervisors and managers who are new or experienced trainers. With businesses needing to change, the development of individuals within the company has to be a priority. This is needed to develop confidence and generate ideas for a more structured and participative way.

This course assists you to develop the techniques to deal with all your staff, who have different learning styles, and make training fun and diverse.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Art of being able to communicate
The importance of preparation
The role of the trainer
Analysis of your own level and skills
Understanding learning styles and your own
The use of a variety of equipment and their value
Understanding coaching
Understanding group sessions
Opportunities for your own requirements to be added to the objective of the day
Best practices in techniques
To adopt a more consistent training method within the organisation
To understand reasons for administration

Course feedback: "A very enjoyable day and I feel I've gained lots by coming on this course."

Course content may vary slightly from the above



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First Steps Towards Self-Employment

Many people dream of one day working for themselves or owning and running a small business, but could you do it?

This workshop will help you to understand what is really involved and whether self employment is right for you. The workshop will hope to answer all your questions to help you make that important decision.

First Steps towards Self-Employment is free for Broadland residents or people wishing to start their own business in Broadland (evidence must be submitted).

This course is the first part of the Business Start-Up programme and delegates must complete this day before attending the three-day Basics 4 Business course.

Duration: Half-day course

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: No, only provided on full day courses. Refreshments will be available throughout the duration of this course.



What skills and experience will I need?

How do I know if it will work?

Is there any funding available?

How do I get started?

This half day course will give delegates the chance to meet the tutor; a qualified Broadland business advisor, who will be taking you through the next three day part of the Basics 4 Business programme.

You will get to meet other course attendees who are in the same position as yourself who are thinking about taking the steps to starting their own business or who have just started.

This course will give you a taster as to what elements of business you will be covering in the three-day programme.

Course feedback: "Very informative, relaxed environment, helpful confidence boost!"

Course content may vary slightly from the above



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Basics 4 Business

This course is to be taken after delegates have successfully completed the free half-day First Steps towards Self-Employment course.

The Basics 4 Business course is free for Broadland residents or people wishing to start their own business in Broadland (evidence must be submitted). Basics 4 Business allows you to work through your business ideas with a qualified business advisor and gives you the chance to meet other people in the same situation and Broadland Council staff who are there to support you with your venture.

- Duration:** Three-day course (9:30am to 3:30pm approximately each day)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Writing the business plan
Keeping the business legal
Customer service
Sales and marketing
Maintaining financial control
Health and safety
Data protection
Employing staff
Legalities
Personal development plans
Patent/Copyright

Through attending the three day Basics 4 Business Course, you are entitled to two free bolt-on courses in Marketing and Sales for your Small Business and Financial Management for your Small Business. These must be taken within six months of attending the Basics 4 Business course.

You are also entitled to a series of free one-to-one support sessions with the tutor after the course. You have access to three free days of training from the standard BCTS programme (the free training must not exceed three days and training must be undertaken within one year of attending the Basics 4 Business course.)

Course feedback: "I would highly recommend this course to anyone considering setting up their own business. I found it laid back, but informative, i.e. things were described in a way we all understood. Very good!!"

Course content may vary slightly from the above



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Financial Management for Your Small Business

This course is for anyone who has a small business or is thinking of starting their own business. The course will look at bank accounts for a business and their operation, at accounting periods and year-ends, considering key documents such as invoices, expenditure documents and at organisation of filing/retention of records.

It will show you how to maintain simple accounting records and how to perform bank reconciliations. It will look at types and treatment of expenses such as vehicles, using home as an office, petty cash, set-up and start-up costs. The course will outline basic Income Tax and National Insurance (self-assessment) and give an introduction to VAT. Together with this, you will be provided with an overview of final (year end) accounts, budgeting, cash flow forecasting, general guidance on credit control, management and costings.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: Various pro-forma and templates will be provided. Please bring a RAM stick if possible to receive electronic copies of material. Calculators, pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Course Content

Your Business Bank Account, getting it to work and minimising your record keeping (including down-loading transactions from your bank)
Consider key documents e.g. invoices and expenditure documentation
Structuring and organisation of records and filing, retention of paperwork and records

Why you should start with an Excel spreadsheet or manual records

How to maintain simple and effective accounting records:-

- Choosing suitable receipts and payments analysis "Headings"
- Payments to suppliers, for expenses and their recording
- Receipts from customers and from elsewhere, and their recording
- Sales invoicing, recording and credit control

Accounting periods, month and year-end processes including bank reconciliations

Types and treatment of expenses, including travel costs, vehicles and using the home as an office

Set-up, start-up costs, capital expenditure and basic VAT

Outlining of basic income tax and National Insurance (self-assessment)

What a tax inspector will expect and look for

What your accountant needs from you at your year end and how to provide it

An overview of final (year-end) accounts

Cash flow forecasting, budgeting and costing

Course content may vary slightly from the above



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Marketing and Sales for Your Small Business

This one day course is for anyone who is new to marketing, or wishes to explore new ideas for the marketing of their business. It is suitable for small business owners, senior managers or senior staff with marketing responsibilities. Many people assume that marketing just means advertising but in fact it is so much more diverse than this. This course aims to open delegates' minds to marketing in many forms.

The course is delivered by a small business owner and marketing professional which gives the content a very practical, hands-on perspective. Every effort is made to ensure that the course includes relevant examples that candidates can relate to and apply to their own business situation.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: Please bring examples of any existing marketing materials (such as leaflets, adverts, business cards etc) or ideas for discussion. Pens and note paper will be available. Candidates will receive a resources pack and worksheets to take away.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



What is marketing?
Products and services
Market segmentation/ target markets
Market research
Product positioning
Marketing mix

Creative thinking
Marketing materials and approaches
E-marketing
Marketing planning
Sales

By the end of the course you should understand some of the basic principles of marketing theory and how they apply to practical situations. The course also covers top tips for building an effective website and some cost-effective ideas for electronic marketing. Successful candidates will also learn how to draw up a marketing plan; the first step to drafting a more comprehensive marketing strategy. Simple sales techniques are touched upon in tandem with effective marketing activity.

Course feedback: "Yet again what a brilliant course. Thank you Broadland Council for running these courses, I have now been to three for my small business. This has been invaluable towards my business start-up."

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Getting to Know Your Digital SLR Camera

Digital SLR (Single Lens Reflex) cameras are bristling with features but they can be confusing. This course will help de-mystify the functions and help you on the way to taking great pictures.

While the Auto setting on the camera will always deliver you a usable picture, you're not in creative control of how the image looks. On this course, you'll learn how to start accessing the other settings on the SLR; aperture priority, shutter priority and the manual setting, where you can take charge of every aspect of how the camera deals with light. You will learn how to control exposure and the creative possibilities lurking behind all those buttons and in the camera's software, like ISO, white balance, exposure compensation and how to avoid problems with noise, camera shake and all the other pitfalls of using a digital SLR.

The course will also look at compositional techniques to improve the pictures you take and help you start to look at the subjects you want to photograph in a more productive way.

- Duration:** Two-day course (9:30am – 4:00pm approximately each day)
- Equipment:** If you have a digital SLR camera, it would be beneficial to bring it with you on the day. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Photoshop
Processing RAW images
SLR settings
Aperture priority
Shutter priority
Manual settings
Controlling exposure
White balance
Exposure compensation
Avoiding problems including noise and camera shake
Software

Course feedback: "Very good course and very well presented."

Course content may vary slightly from the above



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Images and Your PC

This course is designed for all those needing to get the most from their pictures but don't have access to specialist and expensive image editing software.

Using standard system software, shareware or free on-line equivalents of commercial programs, we walk through the process of creating quality images for use on the web or in printed publicity materials.

- Duration:** One-day course (9:30am to 4.00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course, **but you could bring some of your digital photos with you on a memory stick or CD if you wish.** Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Storing and managing images on the computer

Never lose another picture

Evaluating the image

Which is the right picture to use and deciding how to make it even better

Manipulation

Adjusting compositional, colour and tonal qualities

File Formats

Saving the right format of picture for the particular purpose

Course content may vary slightly from the above



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The Art of Digital Photography

This course is aimed at people who are looking for inspiration and ideas for the images they are taking with their digital cameras. We will look at the photographic techniques that control how the image is perceived, especially shutter speed and aperture, so there is a certain amount of technical detail, but the emphasis of this course is on the image itself and how we look at the world around us and how we then choose to photograph it.

We will also learn some useful composition techniques and look at many examples of photographs – good and bad! – to learn how other photographers have used composition and camera skills to get the best out of their images.

Duration: One-day course (9:30am to 4.00pm approximately)

Equipment: Please bring your camera to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The aim of the day is for you to be more inspired by the photographic possibilities of the world around you, and to be taking better landscapes, portraits, still-life photographs and whatever other subject matter interests you.

There will be opportunities in some practical exercises to start employing the techniques you will learn, and we will review our images and talk about them in the class.

People with digital SLR cameras and more advanced 'bridge' cameras will probably get more out of the day, but even people with simple compacts will gain a lot of knowledge about technique and style.

Course feedback: "Overall very usefull indeed. Looking forward to putting my new skills into action."

Course content may vary slightly from the above



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Using Your Digital Compact Camera

Digital compact cameras are supposed to be the simple option in digital photography, but they are loaded with potentially baffling functions, often frustratingly hidden away deep in hard-to-access menus. If you are frustrated by all the buttons and menus and want to get more out of your camera, this is the course for you.

The course will look at how to make sure that every photo you take from now on will always be in focus, how to get decent exposures and gain more control over the camera. The secrets of aperture and shutter speed will be revealed, and how the increasingly automatic digital cameras use these functions to create interesting images.

- Duration:** One-day course (9:30am to 4.00pm approximately)
- Equipment:** It may be beneficial to bring your own digital compact camera with you. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



- Avoiding camera shake**
- Using the lens more effectively**
- White balance**
- Metering**
- Exposure compensation**
- Using flash**
- Using the scene mode**
- Macro mode**
- Composition**
- Connecting the camera to the PC**
- Starting to use Photoshop**

All in all, it's a fun day aimed at de-mystifying the camera so you will be more confident and happy taking pictures with your digital camera.

Course feedback: "A really enjoyable day. I learnt a lot in a short space of time – the pace and level of the information was spot on. Excellent tutor. Thanks!"

Course content may vary slightly from the above



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Basic Computer Skills

This course is designed for the complete computer novice.

By the end of the course you should be able to produce simple documents, send and receive emails and surf the internet.

- Duration:** Three-day course (9:30am – 4:00pm approximately each day)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Session One

What is a computer?
 What's in the box?
 How do you plug it all together?
 What programs do you need?
 How to surf the net
 Accessing websites
 Using search engines
 Following links

Session Two

How to send/receive email attachments
 Word processing
 Entering text
 Incorporating pictures
 Copy and paste information from the internet

Session Three

Refresher session
 Spreadsheets – what are they and what do they do?
 Question and answer session

- Course feedback:** "Having never sat at a computer before, I found the whole course worthwhile, especially as the tutor was very patient and concise in his training. Very good."

Course content may vary slightly from the above



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Introduction to Word

The course is designed for users new to Word. It will provide trainees with the confidence, knowledge and practical experience to use Word, to create, format and print professional looking documents.

Delegates should have sufficient Windows experience beforehand.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant. Refreshments will be available throughout the duration of this course.



The Word Screen

Toolbars, menus, keyboard shortcuts
Status bar
Document views

Creating and Editing Documents

Entering text
Navigating around the document
Selecting
Insert/overtyping
Cut/copy/paste
Drag and drop
Undo
Changing case

Printing a Document

Page setup, orientation, margins, paper size
Page breaks
Print preview
Printing

Font Formatting

Using the formatting toolbar
Text enhancements
Format painter

Keyboard shortcuts

Inserting unusual symbols

Removing text formats

Paragraph Formatting

Alignment/justification

Line spacing

Indentation

Borders and shading

Bullets and Numbering

Creating a bulleted/numbered list

Changing the bullet points

Formatting the numbers

Leaving spaces in the list

Envelopes and Labels

How to use word to print onto different sized envelopes and labels

Good Working Practice

Creating a Table

An introduction to the use of tables to align text and lists in a grid

Introduction to Headers/Footers

Using the space outside the margins

Course feedback: “Many interesting things learnt. A day very well spent.”

Course content may vary slightly from the above



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Introduction to Word (2007)

The course is designed for users new to Word. It will provide trainees with the confidence, knowledge and practical experience to use Word, to create, format and print professional-looking documents.

Delegates should have sufficient Windows experience beforehand.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The Word Screen

Ribbons & the Quick Access

Toolbar

The Status Bar

Document views

Creating and Editing Documents

Entering text

Navigating around the document

Selecting

Insert/overtyping

Cut/Copy/Paste

Drag & Drop

Undo

Changing case

Printing a Document

Page setup, orientation, margins, paper size

Page breaks

Print preview

Printing

Font Formatting

Using the Ribbons

Text enhancements

Format painter

An explanation of new features

How to find familiar commands in the 2007 interface

Keyboard shortcuts

Inserting unusual symbols

Removing text formats

Paragraph Formatting

Alignment/justification

Line spacing

Indentation

Borders & shading

Bullets and numbering

Creating a bulleted/numbered list

Changing the bullet points

Formatting the numbers

Leaving spaces in the list

Envelopes and Labels

How to use word to print onto different sized envelopes and labels

Good Working Practice

Creating a Table

An introduction to the use of tables to align text and lists in a grid

Introduction to Headers/Footers

Using the space outside the margins

Course content may vary slightly from the above



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Intermediate Word

The course is designed for users familiar with Microsoft Word. It will provide trainees with the confidence to use more of Word's features, and speed up their use of the application. It will give delegates the knowledge and practical experience to use Word to create, format and print professional-looking documents.

Delegates should have attended the Introduction to Word course, or have equivalent Microsoft Word experience beforehand.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Recap

- A recap of general Word principles
- Font formatting
- Paragraph formatting
- Navigating around the document
- Selecting text

More Bullets and Numbering

- Creating a customised list
- Changing bullet points for each paragraph
- Formatting numbers
- Adjusting the position on the page
- Distributing the text and bullet/number

An Introduction to Styles

- Using styles
- Applying styles to an existing document
- Creating a table of contents

Introduction to Tables

- Bringing a table into a document
- Entering text, tabs and line-breaks
- Selecting rows, columns and cells within a table
- Formatting in a table

Copy and Paste

- Using the Windows clipboard to move or duplicate text and pictures
- Sharing text/pictures with other documents
- Bringing in pictures from other applications
- Getting pictures from the internet

Document Layout

- Page breaks
- Line breaks

Headers and Footers

- Using headers and footers
- Page numbering
- Inserting fields

Good Working Practice

The Drawing Tools

- Auto shapes
- Clip Art
- Word Art
- Adjusting fills and lines
- The drawing canvas

AutoCorrect

- How AutoCorrect works
- Adding AutoCorrect entries
- Removing AutoCorrect entries

Course content may vary slightly from the above



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 E-mail: business@broadland.gov.uk
www.broadland.gov.uk/trainingcourses

Intermediate Word (2007)

The course is designed for users familiar with Microsoft Word. It will provide trainees with the confidence to use more of Word's features, and speed up their use of the application. It will give delegates the knowledge and practical experience to use Word to create, format and print professional-looking documents.

Delegates should have attended the Word Introduction course, or have equivalent Microsoft Word experience beforehand.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Recap

A recap of general Word principles
 Font formatting
 Paragraph formatting
 Navigating around the document
 Selecting text

More Bullets and Numbering

Creating a customised list
 Changing bullet points for each paragraph
 Formatting numbers
 Adjusting the position on the page
 Distributing the text and bullet/number

An Introduction to Styles

Using styles
 Applying styles to an existing document
 Creating a table of contents

Introduction to Tables

Bringing a table into a document
 Entering text, tabs and line-breaks
 Selecting rows, columns and cells within a table
 Formatting in a table

Copy and Paste

Using the Windows clipboard to move or duplicate text and pictures
 Sharing text/pictures with other documents
 Bringing in pictures from other applications
 Getting pictures from the internet

Document Layout

Page breaks
 Line breaks

Headers and Footers

Using headers and footers
 Page numbering
 Inserting fields

Good Working Practice

The Drawing Tools

Auto shapes
 Clip Art
 Word Art
 Adjusting fills & lines
 The drawing canvas

AutoCorrect

How AutoCorrect works
 Adding AutoCorrect entries
 Removing AutoCorrect entries

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Advanced Word

The course is designed for users familiar with Word. It will provide trainees with the confidence, knowledge and practical experience to use Word as a desktop publishing tool, to create, format and print professional-looking documents.

Delegates should have attended the Intermediate Word course, or have equivalent Microsoft Word experience beforehand.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
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Recap

- A brief recap of general Word principles
- Font formatting
- Paragraph formatting
- Navigating around the document
- Selecting text

Multi-level Bullets and Numbering

- Creating a multi-level bulleted/numbered list
- Changing/setting bullet points for each level
- Formatting numbers for each level

Styles

- Using styles
- Applying styles to existing documents
- Creating a table of contents

Tables

- Selecting rows, columns and cells within a table
- Drawing a table
- Borders, shading and formatting in a table
- Merging/splitting cells

Converting tables to text

Find and Replace

Document Layout

Page breaks, columns and sections

Headers and Footers

- Using sections in headers and footers
- Page numbering
- Inserting fields

Mail Merge

- Use word to combine a database and form letter
- Merge onto any size envelopes or labels

Good Working Practice

The Drawing Tools

Auto shapes, layers, rotation, alignment, grouping

AutoCorrect and AutoText

- How AutoCorrect works
- Adding AutoCorrect entries
- Removing AutoCorrect entries
- Using AutoText

Course feedback: “The tutor had a very good way of delivering the course at a very good pace and made sure you understood how to do everything and why.”

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Paragraph formatting

Navigating around the document

Selecting text

Multi-level Bullets and Numbering

Creating a multi-level bulleted/numbered list

Changing/setting bullet points for each level

Formatting numbers for each level

Styles

Using styles

Applying styles to existing documents

Creating a table of contents

Tables

Selecting rows, columns and cells within a table

Drawing a table

Borders, shading and formatting in a table

Merging/splitting cells

Converting tables to text

Find and Replace

Document Layout

Page breaks, columns and sections

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Using sections in headers and footers

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Use word to combine a database and form letter

Merge onto any size envelopes or labels

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The Drawing Tools

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How AutoCorrect works

Adding AutoCorrect entries

Removing AutoCorrect entries

Using AutoText

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Introduction to Excel

The course is designed for users new to Excel. It will provide trainees with the confidence, knowledge and practical experience to use Excel, to create and manipulate spreadsheets and produce printed reports.

Delegates should have sufficient Windows experience beforehand.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The Excel Screen

Toolbars, formula bar, and status bar
Workbooks and sheet tabs

Data Entry

Types of data
Data entry techniques
In cell editing
Selecting
Cut/copy/paste
Drag and drop
Using AutoFill to fill adjacent cells and extend series, custom lists

Formulae and Functions

Relative and absolute references
Named ranges
AutoSum
Paste function
Average, max, min and count functions

Multiple Panes

Freeze and unfreeze

Formatting a Worksheet

Using borders and shading to improve presentation
Font and number formatting, alignment

Printing

Print preview and setup
Headers and footers
Print row/column headings

File Management

Saving, closing and opening files
New workbooks

Good Working Practice

Creating a Chart

Creating charts with the Chart Wizard

- Course feedback:** "Great – came away with more. Looks like everything will be transferred into Excel now!!"

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Introduction to Excel (2007)

The course is designed for users new to Excel. It will provide trainees with the confidence, knowledge and practical experience to use Excel 2007, to create and manipulate spreadsheets and produce printed reports.

Delegates should have sufficient Windows experience beforehand.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The Excel Screen

Ribbons, Quick Access Toolbar, Formula Bar, and Status Bar
Workbooks and Sheet Tabs

Data Entry

Types of Data
Data Entry Techniques
In Cell Editing
Selecting
Cut/Copy/Paste
Drag & Drop
Using AutoFill to fill Adjacent Cells and Extend Series, Custom Lists

Formulae and Functions

Simple formulas & Functions
Relative and Absolute References
Named Ranges
AutoSum
AutoFill
Paste Function
Average, Max, Min & Count
Functions

Multiple Panes

Freeze and unfreeze

Formatting a Worksheet

Using borders and shading to improve presentation
Font and number formatting, alignment

Printing

Print preview and setup
Headers and footers
Print row/column headings

File Management

Saving, closing and opening files
New workbooks

Good Working Practice

Creating a Chart

Creating charts

An explanation of new features

How to find familiar commands in the 2007 interface

Course content may vary slightly from the above



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Intermediate Excel

This course develops many of the features of Microsoft Excel. We will look at the most useful elements, including formulas and functions, using Excel as a database and sharing text and data with other applications. Everything will be explained in straightforward terms. It is also an opportunity to iron out any bad habits that you may have picked up.

Delegates are expected to have a reasonable knowledge of basic Excel.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
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Review

Brief review of general Excel principles

Arithmetic Formulas

Looking at +, -, * & /
Brackets
BODMAS

Advanced AutoSum

Unusual ranges
Auto-Average/Max/Min/Count

AutoFill

Building Functions

Using the paste function dialog

Basic Functions

Functions with one argument:
Statistical functions

Absolutes

When/how to use absolute references

Formulas and Functions between Sheets and Workbooks

Summarising data from multiple sheets
Linking workbooks

Advanced Functions

Functions with more than one argument

e.g. the IF Function

Named Ranges

Naming ranges
Navigating using named ranges
Using named ranges in formulas
Natural language formulas

Excel as a Database

Sorting your data
Filtering a list
Useful database features

Good Working Practice

Copy and Paste

Using the Windows clipboard
Paste-Special :-
Linking to other files and applications

Replacing formulas with data

The Drawing Tools

Auto shapes
Layers
Rotation
Alignment
Grouping

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Review

Brief review of general Excel principles:

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Linking workbooks

Advanced Functions

Functions with more than one argument
e.g. the IF Function

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Naming ranges
Navigating using named ranges
Using named ranges in formulas
Natural language formulas

Excel as a Database

Sorting your data
Filtering a list
Useful database features

Good Working Practice

Copy and Paste

Using the Windows clipboard
Paste-Special :-
Linking to other files and applications.

Replacing formulas with data

The Drawing Tools

Auto shapes
Layers
Rotation
Alignment
Grouping

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Advanced Excel

This course develops many of the most useful aspects of Excel such as formulas and functions, list management, and more advanced features including Pivot Tables and summarising data across multiple sheets or books.

Trainees will have completed the Intermediate Excel course or have a similar knowledge and experience of using Excel in the workplace.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant. Refreshments will be available throughout the duration of this course.



Review

Brief review of general Excel principles:

Formulas, Functions, Absolutes, Formatting, AutoFill

- Functions
- Using paste function
- The IF function
- Nested IF functions
- The VLOOKUP function
- Nesting other functions

Linking Multiple Sheets and Workbooks

- Summarising data from multiple sheets
- Working with 3D formulae
- Linking workbooks

Workspaces

Good Working Practice

List Management (databases)

- Sorting
- Subtotals
- Filtering

Pivot Tables

- Creating pivot tables with the Pivot Table Wizard
- Formatting pivot tables
- Manipulating pivot tables

Graphs/Charts

- Creating a graph/chart
- Formatting a graph/chart
- Changing and editing your graph/chart
- Using the Chart Wizard
- Incorporating a chart into a spreadsheet

Macros

- Recording a simple macro
- Assigning a macro to toolbar buttons

Course feedback: “I learnt a lot of useful techniques and devices which will help me in my job.”

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Advanced Excel (2007)

This course develops many of the most useful aspects of Excel such as formulas and functions, list management, and more advanced features including Pivot Tables and summarising data across multiple sheets or books.

Trainees will have completed the introduction course or have a similar knowledge and experience of using Excel in the workplace.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Review

Brief review of general Excel principles:
Formulas, Functions, Absolutes, Formatting, AutoFill

Functions

Using Paste Function
The IF Function
Nested IF Functions
The VLOOKUP Function
Nesting other Functions

Linking Multiple Sheets and Workbooks

Summarising data from multiple sheets
Working with 3D Formulae
Linking workbooks
Workspaces

Good Working Practice

List Management (databases)

Sorting
Subtotals
Filtering

Pivot Tables

Creating pivot tables with the Pivot Table Wizard
Formatting pivot tables
Manipulating pivot tables

Graphs/Charts

Creating a graph/chart
Formatting a graph/chart
Changing and editing your graph/chart
Using the Chart Wizard
Incorporating a chart into a spreadsheet

Macros

Recording a simple macro
Assigning a macro to toolbar buttons

Course content may vary slightly from the above



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Excel Formulas and Functions

This course develops many of the most useful formulas and functions in Excel. Everything will be explained in straightforward terms. You will learn to use simple, complex and multi-level functions. It is an opportunity for non-techies to harness the power of Excel, as well as iron out any bad habits that you may have picked up.

Delegates are expected to have a reasonable knowledge of basic Excel.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Review

Brief review of general Excel principles:

Arithmetic Formulas

Looking at +, -, * & /, Brackets, BODMAS

Absolutes

When to use absolute cell references

Partial absolutes

AutoSum

Using the AutoSum button
Auto-Average/Max/Min/Count

AutoFill

Intro to Building Functions
Using the paste function dialog

Basic Functions

Functions with one argument
Statistical functions
Math and Trig functions

Formulas and Functions between Sheets and Workbooks

Summarising data from multiple sheets

Working with 3D formulae

Linking workbooks

Advanced Functions

Functions with more than one argument

Compound interest PMT, FV
The IF Function

Nested Functions

Unleashing the power of Excel
Nested IFs and other functions

Limits of nesting

Editing nested functions

Lookup Functions

VLOOKUP, HLOOKUP
LOOKUP, MATCH, INDEX

Information Functions

ISBLANK, ISERROR, ISTEXT etc.

Named Ranges

Naming ranges

Navigating using named ranges

Using named ranges in formulas

Natural language formulas

Text Functions

RIGHT, LEFT, LEN,
CONCATENATION

Course feedback: "Great teaching style. Everyone friendly and welcoming!"

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Excel VBA (Visual Basic for Application)

This is a hands-on course, intended for advanced users of excel, to enable them to automate complex or repetitive spreadsheet procedures. It will provide an in-depth introduction to the Visual Basic programming language (Applications Edition).

It is imperative that delegates have a sound knowledge of Excel to an advanced level, and are expecting to learn the concepts involved in a simple programming language.

- Duration:** Two-day course (9:30am – 4:00pm approximately each day)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Recorded Macros

Avoiding the common problems, understanding the limitations

How to Run a Macro

Customising the toolbars, assigning shortcut keys

Finding and Reading the Code

Modules, comments, keywords, and statements

Understanding the Object Model

The rules of grammar and syntax in an object oriented programming language, and how to apply these the object-browser

Interacting with the User

Input boxes and message boxes.

Looping

The For-Next loop, the Do-Loop and nested loops.

Variables

Using and declaring variables to store data

Making Decisions

The If statement

The Block-If statement

Else-If

Select-Case

Custom Functions

Creating and using new functions on worksheets and in VBA code

Debugging

How to respond to an error, the debug window, stepping through your Macro, the Watch window, the Immediate Pane

Event Driven Procedures

Triggering macros automatically with workbook or form events

Dialog Boxes/Forms

Designing and building your own, adding controls, showing, controlling and interacting with your user built dialog boxes

Course feedback: "Really good course. I have definitely learnt a lot and will recommend others."

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Simple Book-Keeping on Excel

This course is for anyone with basic computer / keyboard skills thinking about starting or already operating a small business activity.

An Excel spreadsheet gives you the means by which to record and analyse transactions, with a what-you-see is what-you-get approach. It does not involve the time, cost, and pain that setting up and using an accounting software package invariably always involves. Results are easily understandable and you know how they have been obtained.

At the end of the course you should be well equipped with how to operate your small business and to enable your annual accounting statements and tax affairs to be handled with ease at your year-end at minimal worry and cost, by yourself, or by your accountant.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** Various pro-forma and templates will be provided. Please bring a RAM stick if possible to receive electronic copies of material. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Why you should start with an Excel spreadsheet as opposed to an accounts package

Your Business Bank Account, getting it to work and minimising your record keeping (including down-loading transactions from your bank)
Setting-up and how to maintain simple and effective cash book accounting records

- Choosing suitable receipts and payments analysis "Headings"
- Payment transactions, including to suppliers and for expenses
- Receipt transactions from customers and from elsewhere
- Sales invoicing, transaction recording and credit control

Accounting periods, month and year-end processes including Bank reconciliations

Recording types and treatment of expenses, including travel and vehicle costs and using your home as your office/business base

Structuring and organisation of records and filing, retention of paperwork and records

Information extraction

Management accounts information

Course feedback: "The day was excellent. It was exactly what I wanted."

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Introduction to Access

This course is designed for beginners and basic users, to enable them to become competent database-developers.

As a result of this course, users can expect to be able to design and create tables to store their data and to specify what data is appropriate, as well as choosing how each table should be linked to the others in the database.

Additionally, they will have learnt how to extract the required data using a combination of queries and filtering.

We will also look at Access Forms and Reports to enable users to print, read and enter their data in a user-friendly format.

Delegates should have sufficient Windows experience beforehand.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Introduction to Database Concepts

Database terminology
Overview of Access
Creating a database

Tables

Setting field properties
Applying data validation rules
Indexing
Setting a primary key
Entering/editing/deleting data
Moving/sizing columns

Forms

Using the forms wizard
Manually setting a form's layout

Querying Data

Searching data using 'Find'
Using filters to extract data
Creating select queries

Relationships Overview

Creating/deleting relationships
Creating queries on related tables

Creating Reports

Using the report wizard
Changing the layout of a report

Course feedback: "The whole course was well explained and use of an easy guide was great to take away with you."

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Delegates should have sufficient Windows experience beforehand.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Introduction to Database Concepts

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Indexing
Setting a primary key
Entering/editing/deleting data
Moving/sizing columns

Forms

Using the forms wizard
Manually setting a form's layout

Querying Data

Searching data using 'Find'
Using filters to extract data
Creating select queries

Relationships overview

Creating/deleting relationships
Creating queries on related tables

Creating reports

Using the report wizard
Changing the layout of a report

An explanation of new features

How to find familiar commands in the 2007 interface

Course content may vary slightly from the above



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Access Level 2

This one-day course is designed for anyone with a basic knowledge of Access, to improve their understanding of the Relational Database environment.

By the end of the course you will be more comfortable in designing and implementing a finished relational database.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Designing your database
Relationships and the Relationships Window
Referential integrity, Cascade-Update/Delete
Queries – Select, Parameter, Crosstab and Action Queries
Forms – creating/adding your own controls
Reports
Creating a ‘front-end’ for your database

Course feedback: “The course covered more than I expected in a day.”

Course content may vary slightly from the above



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Access Level 2 (2007)

This one-day course is designed for anyone with a basic knowledge of Access to improve their understanding of the Relational Database environment. As well as recapping on the basics, it will look in more depth at relationships, and focus on more advanced queries, allowing the user to create a more complete business or personal database.

We will also look at Access Forms and Reports to enable users to print, read and enter their data in a user-friendly format.

Delegates should have Some Microsoft Access experience beforehand.

By the end of the course you will be more comfortable in designing and implementing a finished relational database.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Review of database concepts

Database terminology
Overview of Access
Creating a database

Tables (recap)

Field properties etc.
Indexing
Setting a primary key

Forms (recap)

Creating user forms
Editing a form's layout

Relationships overview

Creating/deleting relationships
Creating queries on related tables

Querying data

Creating select queries
Wildcards for pattern matching
Parameter queries

Group queries
Calculation queries

Action queries

Creating reports

Using the report wizard
Changing the layout of a report

An explanation of new features

How to find familiar commands in the 2007 interface

Course feedback: "The whole course was well explained and use of an easy guide was great to take away with you."

Course content may vary slightly from the above



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www.broadland.gov.uk/trainingcourses

Producing a PowerPoint Presentation

This hands-on course is designed for users new to the product. This course is intended to introduce the concepts, as well as the practical processes needed to create attractive, effective presentations. Delegates can expect to gain a broad understanding of Microsoft PowerPoint.

Delegates should have sufficient Windows experience beforehand.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The PowerPoint Screen Toolbars, Menus, Keyboard Shortcuts, and the Status Bar Presentation Views

Creating and Editing Slides

Placeholders
Entering text
Formatting text
Formatting backgrounds

Slide Layouts

Title slides
Bulleted lists
Object slides
Combination layouts

The Master Slide

Keeping the presentation uniform
Viewing and closing the Master Slide
Slide
Adding formats to the Master Slide
Adding objects to the Master Slide
Using headers and footers
Using templates

Applying a design template

Presentation Views

Normal view
Speakers' notes

Slide-sorter view

Handouts

Slide Objects

Graphs
Organisation charts

The Drawing Tools

Auto shapes, layers, rotation,
alignment and grouping

Printing the Presentation

Page setup, orientation, margins,
slide size

Previewing the presentation
Printing slides, handouts and
speaker's notes

Animation

Animating text and objects
Using animation schemes

The Slide Show

Slide transitions
Rehearse timings
Hiding/showing slides
Running a slide show
Controlling the slide show
Pause, pen, go to, blank screen etc.

Course feedback: "Very thorough course. Excellent tuition."

Course content may vary slightly from the above



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Producing a PowerPoint Presentation (2007)

This hands-on course is designed for users new to the product. This course is intended to introduce the concepts, as well as the practical processes needed to create attractive, effective presentations. Delegates can expect to gain a broad understanding of Microsoft PowerPoint 2007.

Delegates should have sufficient Windows experience beforehand.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
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The PowerPoint Screen

The ribbons, Quick Access Toolbar, keyboard shortcuts, and Status Bar
Presentation views

Creating & Editing Slides

Placeholders
Entering text
Formatting text
Formatting backgrounds

Slide layouts

Title slides
Bulleted lists
Object slides
Combination layouts

The Master Slide

Keeping the presentation uniform
Viewing and closing the Master Slide
Adding formats to the Master Slide
Adding objects to the Master Slide
Using headers and footers

Using templates

Applying a design template

Presentation Views

Normal view
Speakers' notes
Slide-sorter view
Handouts

Slide Objects

Graphs
Organisation charts

The Drawing Tools

Auto shapes, layers, rotation, alignment and grouping

Printing the Presentation

Page setup, orientation, margins, slide size

Previewing the presentation

Printing slides, handouts and speaker's notes

Animation

Animating text and objects

Using animation schemes

Custom animation

Movies and sound clips

The Slide Show

Slide transitions

Rehearse timings

Hiding/showing slides

Running a slide show

Controlling the slide show

Pause, pen, go to, blank screen etc.

An explanation of new features

How to find familiar commands in the 2007 interface

Course feedback: "Thanks, a very useful day."

Course content may vary slightly from the above



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Desktop Publishing – Introduction and Basics

This course will enable you to create your own publications such as brochures, posters, banners, stationery and newsletters.

Duration: Half-day course

Equipment: No equipment is necessary for you to bring to the course. Pens and note paper will be available. Please feel free to bring to the course any graphical promotional leaflets, brochures, etc you would like to discuss with the tutor.

Lunch provided: No, only provided on full day courses. Refreshments will be available throughout the duration of this course.



A tour of Microsoft Publisher Software

Choosing the right page layout, font, colour and size

Design essentials – what to avoid and what to include

Finding resources for your publication

Printing and emailing

The pros and cons of ‘DIY’ design versus commercial designs

Course feedback: “I think Broadland District Council is brilliant for all they do for the residents.”

Course content may vary slightly from the above



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Image Manipulation using Photoshop Adobe Elements 6

This one day course is designed to provide clear and simple processes enabling you to control all aspects of your images.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** Please bring your own images on CD or flash drive. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



The essentials (to guarantee your images will actually work)

Managing and opening images

Understanding resolution

Cropping

Tonal control

Colour manipulation

Removing flaws

Compositing

Adding text and effects

Printing

Course feedback: "Excellent, gained a lot of knowledge and really enjoyed the day."

Course content may vary slightly from the above



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Build Your Own Business Web Presence in a Day

Using the incredibly popular and **free** Blogger blogging system, your enterprise will have its own web presence by the end of the day, and (apart from the cost of the course) it costs absolutely nothing. This is the up to date way of ensuring your customers can find you on the web.

We'll also take you through the process of registering a custom domain name for your site if required; this costs around £8 for two years.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary **but it would be useful if you have thought about domain names that you would prefer for your web presence. (e.g. www.mybusiness.co.uk, www.mynewbusiness.co.uk, www.mynewgreatbusiness.co.uk) Please bring some wording to clearly describe your business to new and existing customers, also bring any logos/pictures that you might need for your first web page on a memory stick or CD if possible.**

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Finding a name for your site

What and why?

Choosing the right template for your purpose and image Structure

Decide what pages and why

Content

Copywriting

Images

Process

Entering and uploading the words and images on to pages

Publishing the site

Editing and maintaining

Updating, adding new pages

Course content may vary slightly from the above



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Getting the Most Out of eBay

This course is designed to take novices and people with only a little experience of eBay through the eBay experience, picking up valuable tips along the way, focusing first on buying, and then on selling.

After taking the course, you will be able to use eBay with more confidence, and enjoy hassle-free bidding and selling. It's an intensive but fun day spent immersed in the world of eBay.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



How to narrow your search to find a needle in eBay's haystack, and broadening your search to find potential bargains

Tips on how to research the people you're buying from

How to bid

How to spot 'phishing' emails, fake websites and avoid fraud

How Paypal works and Paypal's protection plans for buyers

How to use eBay's Shops

Shopping on eBay across the world

About 'sniping' software

How to use 'My eBay' most effectively

How to list items

How to use less well-known areas of eBay to research your market and competitors

How to photograph your items effectively

How to speed up the listing process with third party software and eBay upgrades like Turbo Lister and Selling Manager Pro

How to open an eBay shop and start trading

Managing invoicing using Paypal's built-in functionality

To make sure you get the most from this course, please ensure you register your details with eBay before attending. **You will not be able to register onto eBay on the day.**

Course feedback: "The course has been very good in giving me a good idea of the eBay facilities and should save me many hours going round in circles on my own computer."

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Websites and Online Marketing for Small Businesses

This one day course is for anyone who is keen to learn the basics of online marketing and using the internet to raise the profile of a business. It is suitable for small business owners, senior managers or senior staff with marketing responsibilities. The rapid growth of the internet in recent years coupled with a surge of interest in social media has led many businesses to explore ways to use the diverse free resources available on the internet to reach more customers.

By the end of the course you should understand some of the basic principles of using effective online activity to benefit your business. The course also covers top tips for commissioning an effective website and some cost-effective ideas for electronic marketing – please note that this course does not cover web design techniques in detail. If you are troubled by Twitter or frustrated with Facebook then this course is the ideal place to learn the basic principles of social media activity for business.

The course is presented by a small business owner and marketing professional which gives the content a very practical, hands-on perspective. This course is delivered by a blend of presentation and practice online – to get the best out of the day a basic understanding of computer operation and internet browsing is useful.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: Please endeavour to open an account (free) with the following websites before attending the course:

www.twitter.com **www.linkedin.com**
www.facebook.com **www.google.co.uk**

It will also be useful if you can bring a photo of yourself and a copy of your company's logo on a memory stick or CD if possible. Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



History of the internet
 Characteristics of good websites with case studies
 Selling online
 Simple principles of search engine optimisation
 Email newsletters and e- marketing
 Introduction to social media and blogging

Course content may vary slightly from the above



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Website Design

This course will take you through the entire process of creating a website. By the end of the day you will have an appreciation of all the production stages, enabling you to sensibly work with your existing designers, or to take on web-projects of your own.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** No equipment is necessary for you to bring to the course. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



Planning the Site

Why are you building it? What does it need to do for you? How can you help your visitors get what they need?

Gathering and Managing Resources

How to include text, pictures, sound, animation or film in your site and use the best formats for each.

Constructing and Linking the Pages

Creating the look and feel of your site using layout, colour and styling.

Uploading to the Internet

Making the site available to a wider audience and making sure they can find it.

Managing Changes and Tracking Users

Developing the site over time and making it work even harder for you.

- Course feedback:** "It was good to be welcomed in a friendly manner. The trainer really knew his stuff."

How to Write a Dynamic Press Release

Learn how to confidently write press releases that will be taken seriously by news reporters.

This workshop is run by current and experienced reporters who, on a daily basis, decide whether to follow up or bin dozens of press releases. Find out why they prefer to deal with you direct rather than via a PR agency.

If you've got positive, genuine news that you want newspaper, radio and television reporters to know about, this is the course for you. You will leave the course with your own usable press release/s draft, comprehensive notes, an up to date media contact list and the confidence to continue writing your own dynamic press releases.

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: No equipment is necessary, pens and paper are supplied. However, if you have a laptop and prefer typing directly into it, please feel free to bring it along. It's important that you come armed with a couple of strong story ideas that can be used as a basis for your draft press release/s. It's also helpful if you can bring anything that illustrates what your business does, for example: product samples, leaflets, photos and/or newspaper clippings.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



What makes a news story

How today's reporters gather news

The importance of understanding how press, radio and TV newsrooms work (including internet output) and their deadlines

Press Release top tips, do's and don'ts, page layout

Creative quotes and clever photo ideas

Follow up - how to increase the chances of your press releases being used

What you can do to avoid being misquoted

How to establish a positive ongoing rapport with reporters

Handling a crisis and when to issue statements

Drafting your own press release/s

Preparing for press and radio interviews (optional)

Conveying key messages when being interviewed

You will leave the course with your own usable press release/s draft, comprehensive notes, an up to date media contact list and the confidence to continue writing your own dynamic press releases.

Course content may vary slightly from the above



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Managing Social Media for Business Communications

Understand and effectively use the latest communication methods such as Facebook, Twitter, You Tube and other social media to enhance your organisation's reputation.

This workshop is run by Su Ingle, an experienced radio and television journalist, who has presented programmes such as the BBC series "Tomorrow's World" and numerous programmes for the BBC's World Service Radio. She has also been working as a media trainer for over 15 years.

This course is designed to help you cope with the ever increasing demands of podcasts, blogs and social media networks. It is not enough for your organisation to have a presence on the social Web, you now have to carefully manage it. This course will improve your skills for using social media as a business communication tool, and avoid the pitfalls which can so quickly lead to a digital crisis. It will give you a basic understanding of digital communications and social media tools, and will let you blog with confidence. It will teach you the correct use of social media tools for the benefit of your company, and show you how to protect your company's reputation.

- Duration:** One-day course (9:30am – 4:00pm approximately)
- Equipment:** A memory stick and it is important that you come with at least two business related topics to use for the practical exercises. Pens and note paper will be available.
- Lunch provided:** You will be issued with a voucher to go towards the cost of your lunch from the council's restaurant. Refreshments will be available throughout the duration of this course.



What is social media? Summary of popular sites.
How to use social media to improve your business profile and productivity.
Case studies of social media being used in business.
Social media policies. Setting employee guidelines.
Avoiding the pitfalls. Case studies of those that didn't!
Which social media to use - from webinars to micro-blogging
How to start using social media effectively in your organization.
Benefits and dangers.
Practical exercises - blogging.

Web Presenter Training

Learn to webcast and podcast with confidence.

This workshop is run by Su Ingle, an experienced radio and television journalist, who has presented programmes such as the BBC series “Tomorrow’s World” and numerous programmes for the BBC’s World Service Radio. She has also been working as a media trainer for over 15 years.

Company websites are now being used more and more to communicate with customers. This means that staff need to be able to present via podcast, or webcast, in a professional and confident manner. A poor presentation onscreen can severely damage your corporate reputation and business prospects. This course will teach you delivery and microphone techniques which will enable you to give informative and entertaining pod and webcasts. You will learn how to structure your webcast, and you will be taught how to master “pieces to camera.”

Duration: One-day course (9:30am – 4:00pm approximately)

Equipment: It is important you come to the course with at least two ideas for the subjects of your webcast.

Pens and note paper will be available.

Lunch provided: You will be issued with a voucher to go towards the cost of your lunch from the council’s restaurant. Refreshments will be available throughout the duration of this course.



Structuring clear and simple messages

Planning your web or podcast

Presentation techniques - both visual and audio

Body language

Using colloquial language

First impression is everything - creating the right impact.

Delegates will leave with a DVD of their web or pod cast. The Pod and webcasts will be recorded on video and feedback given by the trainer.

Course content may vary slightly from the above



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Course Cancellations

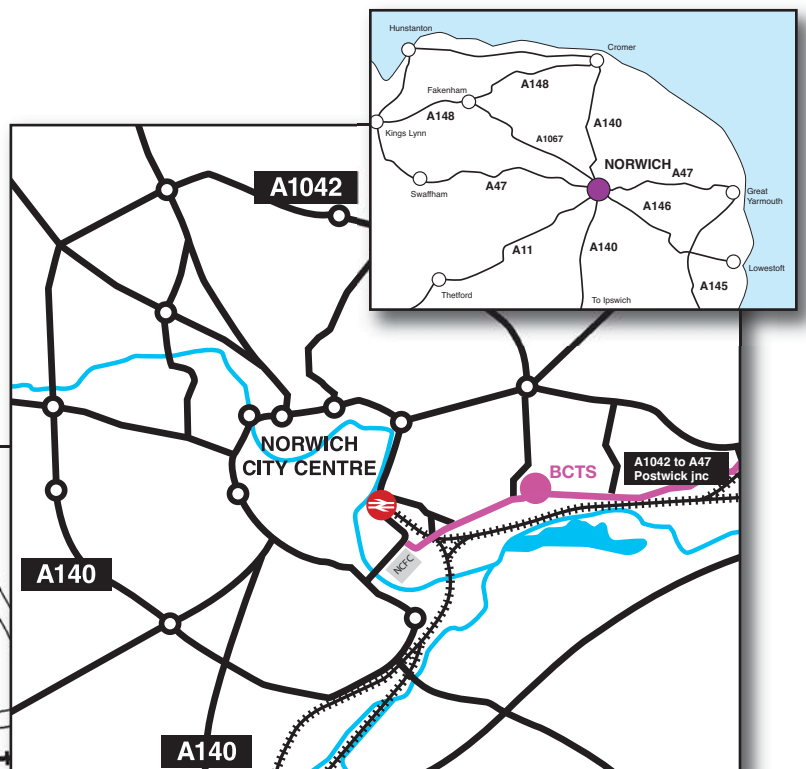
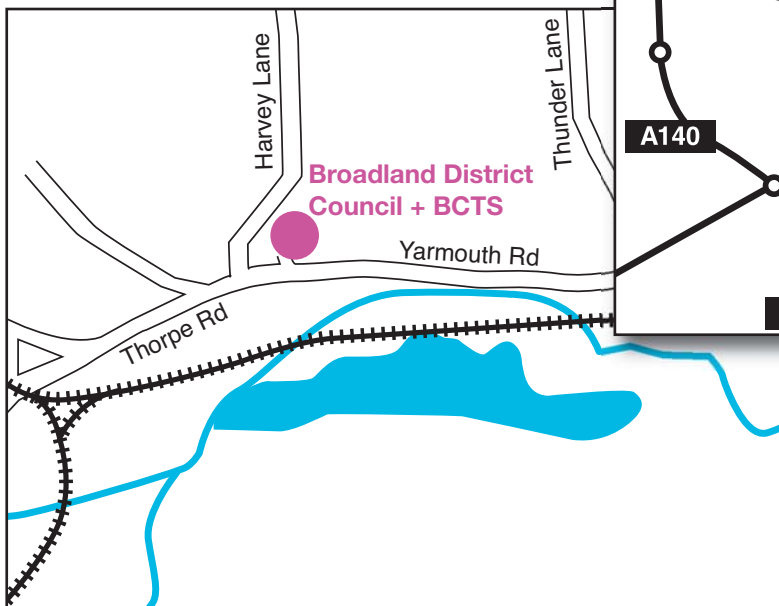
If you need to cancel a course, please make sure you inform us at least seven days before commencement, so as not to incur full payment of the appropriate fee. If we need to cancel a course, we will endeavour to inform you approximately seven days prior to your course date.

Payment

Courses can be paid for by cheque (made payable to Broadland District Council) or by a major credit or debit card online or by phoning **0800 389 1113**.

Where to find us

Broadland Council Training Services are within the **Broadland District Council** offices at the junction of **Yarmouth Road/Thorpe Road** and **Harvey Lane** in Norwich. Approach west from A47 Postwick junction or east from Norwich City Centre. Please use the visitor parking.



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