

“PREPARING TO TELL YOUR STORY”

A ONE-DAY WORKSHOP IN COMMUNICATION FOR THE THIRD SECTOR

www.thrivetrustees.org.uk/tellyourstory

“Preparing to Tell Your Story”

a one-day communication workshop
for third sector organisations

one final opportunity...

Wednesday 10th February 2010

@Melbourne House, Town Hall Street, Grimsby
from 9.30am to 4pm

These days every piece of communication competes for attention. If your message is not prepared, targeted and delivered appropriately then the chances are you’ll not get the attention you expect.

This one day workshop delivered through the Third Sector Hub in partnership with CPO Media is to help you learn and practice skills related to improving your communication and improving your story telling.

£20 per person

Refreshments available from 9am. Buffet lunch included.

The course is provided by the Third Sector Hub and delivered in partnership with CPO Media. Steve Ryder from CPO Media and Karl Elliott from the Third Sector Hub will present the course.

The course is heavily subsidised through the Third Sector Hub (funded via Yorkshire Forward) hence the attendee fee is just **£20 per person.**

A maximum of two attendees per organisation are permitted.

To book or for more information contact:

Charlotte Markham, Third Sector Hub Training Administrator
at **Voluntary Action North East Lincolnshire** on **01472 231123**
or email charlotte@vanel.org.uk

“Preparing to Tell Your Story” is delivered for the **Third Sector Hub** (www.thirdsectorhub.org.uk) in association with **CPO Media** (www.mycpomedia.com). The Third Sector Hub is managed at **VANEL** (www.vanel.org.uk) and supported financially by **Yorkshire Forward**.

ThirdSectorHub

“Preparing to Tell your Story”

These days every piece of communication competes for attention. If your message is not prepared, targeted and delivered appropriately then the chances are you'll not get the attention you expect.

Local **Third Sector Organisations** deliver critical services, tangible results and unique benefits and have many stories to tell. And stories work. People listen to stories, relate to them, pay attention and listen to the next story.

So **does your organisation tell stories?** Do you tell the right stories, through the right medium, in the right way, at the right time to the right audience? Or are you serving up marketing materials, sound-bites, interviews, conversations, emails, websites and other messages without thought, without design and without relating the stories to the people you're talking to?

Your donors, volunteers, customers, clients, funders, partners all need to hear different things. And each media reaches different audiences in different ways. Printed media (marketing, press releases, emails), sound (your conversations, radio pieces) and images (video, tv) all need different skills.

This **one day workshop** delivered through the **Third Sector Hub** in partnership with **CPO Media** is to help you learn and practice skills related to improving your communication and improving your story telling.

We'll study the communication process, learn how to prepare and fine tune messages and take a critical, hands-on look at how you get your messages across. We'll look at written communication, we'll use sound recording to test how your voice conveys your message and we'll put you in front of a video camera and let you practice communicating visually.

Learn the basics, learn the rules and tips and get some practice in the mechanics of communicating properly.

At the end of the workshop you'll know more about communication and will be able to go away and get your stories together ready to present to the world. There will be a maximum of 8 attendees in each workshop, so there will be plenty of hands-on learning.

If your organisation needs to communicate to others (everyone then!) then this is the easiest way for you to make some improvements.

The **Third Sector Hub** is promoting good communication for Third Sector Organisations. It's a critical skill for long term sustainability. Funding flows from communicating well. Most of what you do can be made better through good communication.

This February workshop is the last planned for the foreseeable future so take this opportunity to change the way you tell your story.