

Marketing T Levels to Learners and Employers

A one-day workshop for college
marketing professionals

In-house course for up to 12 of your staff - enquire now.

There is a lack of awareness amongst young people, their parents, teachers and employers about T Levels and it's important the FE sector tackles this.

This one-day workshop will help your marketing team to explore and develop messaging around what T Levels are and the benefits of them according to various stakeholders.

**In-house workshop
from just £1495**
Please enquire for details:
info@wow-marketing.co.uk
020 8441 8615

About...

...Marketing T Levels to Learners and Employers

The purpose of this course:

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This one-day workshop will help your marketing team to explore and develop messaging around what T Levels are and the benefits of them according to various stakeholders.

Benefits for you and your college:

The workshop will contain interactive elements including brainstorming and team exercises aimed at creating useful content to take away.

By the end of the day, delegates will walk away with a time-saving toolkit that they can utilise immediately in their marketing and communications.

The highly interactive nature of the course means that you will leave the training with the skills and confidence to communicate effectively about the benefits of T Levels.

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You will learn how to:

- ✓ Explain succinctly and in a jargon-free way what T Levels are in writing and orally
- ✓ Understand the USPs and how they may differ for different stakeholders
- ✓ Create a messaging matrix for each of your key stakeholder groups

Course Leader - Kate Bishop

Kate has extensive experience of sales and strategic marketing in the private and FE sectors. In a previous role, as Head of Marketing for a FTSE 250 business to business training company, she had responsibility for a 7-figure marketing budget and large team.



18 months after joining the FE sector, she was given the accolade of 'FE Marketing Professional of the Year'. Whilst in this role, Kate was also a freelance trainer to the conference, training courses and events industry.

Kate has run Wow! Marketing, a marketing agency and consultancy exclusively for the FE Sector for the past decade.

Kate is passionate about marketing and uses this to deliver motivational and inspiring training.

Agenda...

...Marketing T Levels to Learners and Employers

Topics will include:

- What are the key facts and USPs of T Levels

Team brainstorm session: A levels versus T levels, the pros and cons of each

- What is different about employer marketing? Employer (B2B) vs. Learner (B2C)
- An in-depth look at industry placements and the challenges and possible techniques we can use to promote them to employers
- Copywriting for learners vs for employers

Team brainstorm session: Select your target stakeholder, select a medium and produce a short piece of copy for them.

- Understanding the context, a look at T levels in the news so far
- The power of case studies and testimonials

Interactive video and feedback session: Interview practice to ensure that everyone is clear on how to communicate what T Levels are and their benefits.

Messaging matrix exercise: The day will wrap up with a session aimed at pulling together what has been learnt through the days and the discussions that have ensued. Each delegate will walk away with a set of messaging matrixes.

Here's what delegates on our previous courses have said...

"Very useful and timely"
Vice Principal, Employment & Skills, SEEVIC
College

**"Comprehensive, loads
of new ideas"**
Assistant Marketing Manager,
South Thames College

**"{the trainer} was very
personable, amenable -
excellent knowledge"**
Employer Liaison Officer, City College
Plymouth

"Excellent delivery"
Strategic Marketing Manager, City of
Sunderland College

**"Plenty to take back and
implement!!"**
Business Development
Manager Hopwood Hall