

Reviving the Heart of the West End is looking for organisations and individuals to share their knowledge, passion and expertise delivering a series of specialist masterclasses for SME's funded by the European Regional Development Fund.

### Marketing Masterclasses

<b>Opportunity</b>	<b>Enhance Your Marketing Strategy With Email Newsletters</b>
Delivery Format	<p><b>2.5 hour workshop</b> <b>Number of Delegates:</b> up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>Email marketing gives small businesses the ability to reach customers easier than ever, so this is your chance to inspire participants to give email marketing a go. Show them how to create a strong email marketing strategy, share the different platforms on the market that they might like to use and take them through the act of creating a newsletter from planning content themes, to scheduling newsletters and understanding their return on investment. From abandoned cart emails, to birthday discounts, VIP lists and getting new subscribers, take participants on a tour of everything email marketing has to offer them.</p>

<b>Opportunity</b>	<b>Make Time For Marketing Research</b>
Delivery Format	<p><b>2.5 hour workshop</b> <b>Number of Delegates:</b> up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as</p>

# EXPLORE START GROW

Supporting people to see the potential in themselves, identify a goal and find their way to success.



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Price	£250 + VAT
Brief	<p>Market research is a huge part of any business plan and marketing strategy, but many business owners don't know where to begin with market research. In this session you'll share ideas to help get participants started, build their confidence and leave them feeling inspired to find out more about their target market so they can be sure they are on the right track.</p> <p>You might like to create an activity or two that gets the group talking, asking each other questions and collecting important feedback and data about their idea on the day so they know the right questions to ask and what constructive feedback looks and feels like.</p>

Opportunity	Building A Brand
Delivery Format	<p><b>2.5 hour workshop</b>  <b>Number of Delegates:</b> up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>What is a brand and why is it so important for new business owners to spend time on building one? We know a brand is more than just a logo,</p>

	<p>but for many participants, they don't yet understand what role a strong brand identity can play in finding new customers, building customer loyalty and connecting with their target audience.</p> <p>This masterclass is designed to show participants how and why a brand is important, explain what a brand is, and what it is not and explore the idea of brand touch points within their business. It could start with business names – what makes a good business name, how might you decide on yours and check if it's free to use?</p>
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Opportunity	Ways To Build A Website
Delivery Format	<p><b>2.5 hour workshop</b> <b>Number of Delegates:</b> up to 10</p> <p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>For many small businesses budget is an issue. Start-ups simply don't have the money to pay for a website designer and need to make something themselves. Can you help guide them? Introduce participants to the different DIY websites on the market, from Shopify, Wix to Wordpress, what are the costs, pros and cons of these sites, what does SEO mean and what skills to participants need to be able to design their own website that can be found and ranked by search engines? Don't forget to let them know how and why they connect their new domain name to their website too!</p>

Opportunity	Try Something New Today: Podcasting
Delivery Format	<p><b>2.5 hour workshop</b> <b>Number of Delegates:</b> up to 10</p>

	<p>We are looking for a highly engaging and interactive workshop where participants will have the opportunity to share ideas as well as practically apply their new skills and/or knowledge. Examples of tools utilised by RHWE in our workshops have included Jamboard, Padlet and Slido.</p> <p>Participants should also be provided with a workbook for the session which could be a pdf of your slides or something more interactive if you prefer. This should be shared with RHWE in advance of the delivery date to support participants to record their learning notes.</p> <p>We are planning delivery during July and September 2022 and are flexible with dates and timings.</p>
Price	£250 + VAT
Brief	<p>In this inspirational masterclass we want to inspire participants to leave their comfort zone behind and try something new. Podcasting has become a hugely popular way to educate, inspire and entertain millions of listeners at the touch of a button. In this session, take participants behind the scenes and share tips on how to actually create your own podcast, how to master the technical aspect of recording high quality sound, where to upload it and the benefits of doing a podcast for your business.</p> <p>Bonus points for recommending some great business podcasts they might like to listen to!</p>

**How to apply**

We are looking for individuals and organisations that are confident and engaging presenters; we want participants to feel able to practically apply their new skills and knowledge after the session and we encourage the use of tools that keep the session engaging – such as Slido, Jamboard, Padlet.

You'll have 2.5 hours in workshop environment to share your experience and answer questions from participants. Participants should also be provided with a workbook for the session, which could be a pdf of your slides or something more interactive if you prefer.

We would like the application brief to contain the following and ideally the brief should not exceed more than 2 sides of A4. Your application brief should contain:

- An overview of how your session will run – include timings, key areas you will focus on and interactive activities participants will enjoy taking part in
- Your quote for the 2.5 hours' delivery time and preparation

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- A recent quote from a participant of previous workshops or guest speaking opportunities
- Any questions you'd like participants to answer before the session to help you tailor your workshop to attendees

If there are other parts of a subject you feel would be beneficial for participants, the brief for each session listed is only a guide based on participant feedback and therefore we would love to hear what other key areas you think would be important to help pre-start, recent start-ups and existing businesses in your field of expertise.

We ask delivery partners to work closely with our marketing team and actively promote the workshops using your social media and wider network connections. You will be asked to provide the details for these, along with a short video introducing your workshop if successful in your application.

### Next Steps

Please send your completed application brief to [info@rhwe.org](mailto:info@rhwe.org) by 5pm on Thursday 30th June 2022.

If you have any queries about the masterclass series, the topic you are interested in delivering for us please call Bianca Rogers on 0191 226 7979.

Please share this document with anyone else you think would like to submit a brief and be part of the delivery of another series of masterclasses for RHWE.