



for marketing
training, coaching
and mentoring



business strategy

social media

marketing

tender process

mentoring

linkedin

PR

networking

presentation skills



Our approach

- We believe in sharing marketing knowledge and practical experience to improve business and individual skills.
- We provide for all marketing coaching and training needs, whether it is a programme of coaching or a one-off for directors/partners, or your in-house marketing team.
- CQ provides a bespoke programme to suit your needs. The sessions will be interactive with a small group of either your senior management team or marketing department.
- The sessions can be held off site if you prefer to give your team time and space to focus away from the day-to-day demands of your business.
- We provide detailed handouts to maximise the benefit you get from a session.





Training, Coaching & Mentoring



Marketing

CQ can help with your marketing coaching and training needs, whether it is a programme of coaching or a one-off for directors/partners, or your in-house marketing team.

CQ provides a bespoke programme to suit your needs. The sessions will be interactive with a small group of either your senior management team or marketing department.

The sessions can be held off site if you prefer to give your team time and space to focus away from the day-to-day demands of your business.

The session can be run as a one-off over 2 hours, a half or full day. Alternatively if you and your team require more ongoing support through the introduction of the marketing processes, we can provide a programme of 4 x 1 hour coaching sessions with follow up telephone and email support, and refresher sessions available.

Some of our topics include:

- Understanding your market
- Marketing communications planning
- Setting your marketing budget
- Branding - integrating your marketing communications
- Setting up your marketing processes
- Creating a marketing database that works for you and your sales team
- Introducing a client service management programme
- How to set up and manage your target programme
- Creating successful e-shot campaigns
- Managing your event professionally
- Analysing your marketing campaigns inc. events, social media, web and e-shots

For more topics or to tailor a programme to suit your business, please contact us on 0114 399 1600 or e-mail: info@cqmarketingacademy.com

Executive Coaching

Executive coaching is one of the most powerful ways of developing people and adding to bottom line business performance. Each two hour session with a highly experienced, qualified business coach provides a confidential space for CEOs and senior executives to think about how to improve current performance, learn how to help others improve their performance, and connect more strongly to whatever makes you feel successful and motivated.

Prices typically start from £1200 for a package of 4 two-hour one-to-one sessions. Group coaching for top teams or Boards can be also be provided by arrangement.

Please contact us on info@cqstrategicmarketing.com for more details and to arrange your session today.

Tender Writing

For many businesses, their ability to submit a winning tender, present that winning pitch or apply to be on that framework agreement is key to their business success.

In this training workshop we will visit the 5 key stages of tender process management:

- Plan
- Prepare
- Proposal Review
- Presentation
- Post Submission

This 2½ hour session with a Tender Management specialist will guide you through the process to ensure you can compete more successfully and efficiently in a competitive tender situation.

Please contact us on info@cqmarketingacademy.com for more details and to arrange your session today.

Business Strategy

If you want to get to grips with what's going on with your business and what you need to do to move it forward to the next stage, then this 2 hour business strategy session with a qualified business coach is for you. This session will help you take stock, understand your strengths and weaknesses as a business and build a robust plan for the future.

Please contact us on info@cqstrategicmarketing.com for more details and to arrange your session today.





Networking for Business Advantage

Networking is a powerful tool in raising awareness, generating leads and growing your business, yet many people struggle with it.



This two hour interactive workshop, tailored around the needs of your business, will take you through the fundamentals of networking (the what and the why) and then look in detail at the how of effective networking.

Packed full of practical tips, this relaxed and fun workshop will leave even the most nervous networker feeling confident and upbeat.

Please contact us on info@cqmarketingacademy.com for more details and to arrange your session today.

Social Media

Want to start using social media but don't know how or where to start? Our general social media training will help you understand the basics and get your profiles established.

We can help you build your corporate social media presence across LinkedIn, Facebook, Twitter, Google+ and HootSuite to help you manage these accounts. You login as yourself and work on your accounts throughout the sessions. We offer a comprehensive 4 hour course to take you through setting up your profiles, or tailored courses to suit your specific needs.

What we cover:

- Maintaining a consistent brand
- Setting up LinkedIn, Facebook, Twitter and Google+ accounts
- Using HootSuite to manage and schedule your social media accounts
- Who to follow / like
- What content to communicate
- Driving traffic to your social media
- Legal implications - make sure you're covered

Call us now to discuss your requirements for an individual or bespoke company session.



LinkedIn

LinkedIn is *the* business social networking site. It now has more than 200 million users worldwide, spanning over 200 countries and territories, and more than 2 million companies have LinkedIn company pages.

It can be used to find jobs, people and business opportunities, employers can list jobs and search for potential candidates, job seekers can review their potential employers and gain introductions.

With such a wealth of opportunity on offer, our specific **LinkedIn interactive training** will help help you make the most of this vast network of possibilities and give you the time to actually build and develop your LinkedIn profile and presence on the day.

We provide attendees with a **comprehensive handout** meaning they don't need to sit scribbling furiously to make those notes that they can never read afterwards.

We offer bespoke **in-house company training** which is tailored to suit your organisation and the teams you wish to train:

- HR - jobs, recruitment, references, etc
- Sales - introductions, lead generation, which groups for you
- Marketing - company profile and presence, staff profiles.

One-to-one sessions are available at your offices or at an external venue.

Our full course of material takes a 4 hour session but we have also split this into two shorter 2 hour sessions so you can select the most relevant for your needs.

We recommend limiting numbers at each session to a minimum of 5 and a maximum of 10 to ensure that you get the most from the experience.

At the start of each session, each individual will be given a copy of your LinkedIn profile with our suggestions for improvements.

If you have any particular questions or issues that you would like us to cover, then please let us know and we will ensure these are covered on the day.

"I really enjoyed the Linked In training that I undertook with Jackie recently. She had a real knowledge of what the software could do - it has much more capability than I had realised, particularly with regard to searches, etc. I would recommend this course as good value for the potential it could bring. I would also recommend meeting Jackie for one of her free half day seminars to see what expertise she can bring to the marketing within your organisation."

Lisa Pogson, Director, Airmaster Air Conditioning Ltd





PR

This session will show you how to get no-cost media coverage and use reporters' needs and experts to enhance your reputation.

We will cover the basics of press releases that will get printed and how to link your PR into social media and marketing campaigns.

2½ hour session.

Please contact us on info@cqmarketingacademy.com for more details and to arrange your session today.



Presentation Skills



This half or full day course can be tailored to your organisation's needs.

The course covers:

- How to structure a presentation/talk (and how to shorten it at the last minute should your time slot be reduced). Most people start at the beginning and work to the end when writing their presentation - but this is not the most efficient or effective way to ensure a dynamic and wow presentation
- How to handle the dreaded Q&A session and those clever audience members!
- Many tips and techniques to help conquer nerves and ensure you get maximum engagement from your audience
- It also reminds people to consider why they are presenting, so that they approach the task appropriately.

Please contact us on info@cqmarketingacademy.com for more details and to arrange your session today.

Mentoring

Mentor Match with CIM aims to help our members with their career growth and development, by strategically matching those who are looking for additional knowledge or advice with suitable mentors.

However, it's much more than that. It's a learning and development toolkit built upon the twin foundations of mentoring and e-learning, which offers a wide range of support materials. All are accessible from your smartphone, tablet, laptop or desktop computer - irrespective of the manufacturer and/or operating system.

These materials include:

- The Mentor Match Me Guide to Mentoring
- The Journey
- Learning Diary
- Learning Resources

To register for the CIM scheme please following the link: <http://cim.mentormatch.me/>

If you would prefer, please contact our Managing Director, Jackie Cook on jackie@cqstrategicmarketing.com for any advice on a career in marketing.





STEM

(Science, Technology, Engineering and Mathematics)

STEM Ambassadors use their enthusiasm and commitment to encourage young people to enjoy STEM subjects. They open the doors to a world of opportunities and possibilities which come from pursuing STEM subjects and careers.

STEM Ambassadors not only inspire young people, they also support teachers in the classroom by explaining current applications of STEM in industry or research.

STEM Ambassadors contribute to their local community and at the same time boost their own professional skills, experience and confidence.

STEM Ambassadors cross all ages and backgrounds, representing thousands of different employers across the UK.

What do STEM Ambassadors do?

STEM Ambassadors get involved in a huge range of activities, which can all have an impact on young people's learning and enjoyment of STEM, including:

- giving careers talks or helping at careers fairs
- providing technical advice or practical support to STEM projects in the classroom
- supporting projects in after-school STEM Clubs
- judging school STEM competitions
- speed networking with pupils, parents and teachers
- devising or delivering practical STEM experiments or demonstrations
- helping students with mock job interviews

STEMNET

Science, Technology, Engineering and Mathematics Network



STEMNET's regional and local network keeps STEM Ambassadors up to date with the wide range of opportunities and requests that we receive from teachers and schools. You can choose to volunteer for any of the activities in the regular emails and updates, or you can come up with your own ideas.

How does CQ get involved in STEM?

Our Managing Director, Jackie Cook is a registered STEM Ambassador and has been actively involved for a number of years working with manufacturing and engineering clients supporting their STEM activities to attract future talent into industry. Some of the work she gets involved with includes:

- Providing marketing strategy and digital marketing support and training to the work-wise foundation
- Supporting the annual Get Up To Speed event with social media activity
- Providing work experience opportunities through the work-wise foundation summer camp initiative
- Ensuring PR coverage for STEM activity of clients including sponsorship of STEM clubs, work experience opportunities, supporting the Made in Sheffield/work-wise Innovation Challenge and many more.

work-wise[®]
inspiring skills and employability



"Jackie came recommended to us and has worked closely with us for a number of years now to understand the technical nature our business and the benefits we provide our customers. She has helped us raise our profile in our local marketplace, achieving success at a number of local and regional business awards.

She was instrumental in assisting with our application for Business of the Year in 2014 with Lincolnshire Chamber of Commerce which were delighted to have won. We will continue to use Jackie for the foreseeable future - excellent value for money as well as a first class service."

Joe Verde, CEO, PSP-IT





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