



# Tiptoe Training

Courses 2024-2025

[www.tiptoetraining.com](http://www.tiptoetraining.com)



# Welcome!

I'm Laura May, the Managing Director at Tiptoe. And that gorgeous ball of fluff with me is our company namesake, Tiptoe the kitten.



Inside you can find out all about the support and training I offer for charities.

If you would like to chat about your learning needs or a project, please get in touch.

**Laura May**

**Managing Director**

**[laura@tiptoetraining.com](mailto:laura@tiptoetraining.com)**

**07568 398908**

## Our courses...

- Brand Guidelines
- Campaign Planning
- Copywriting
- PR Crisis Planning
- Storytelling and Lived Experience
- Strategy Development
- Talking to the Press
- Website Briefing

# Brand Guidelines

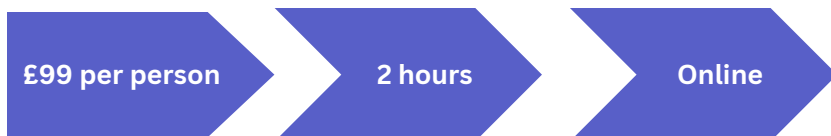
Why does your charity exist? Defining your brand ensures that everyone knows why! In this workshop, you will learn how to define your brand purpose and build brand guidelines that are useful for your whole organisation.

## Who is it for?

Marketing and communications officers and executives, managers and those in charity leadership roles.

## What will you learn?

- The concept of brand purpose and how to define yours
- How to develop key messages
- What to include in your own brand guidelines



## Upcoming dates

Wednesday 20 November 2024, 10am - 12pm  
Wednesday 22 January 2025, 10am - 12pm

# Campaign Planning

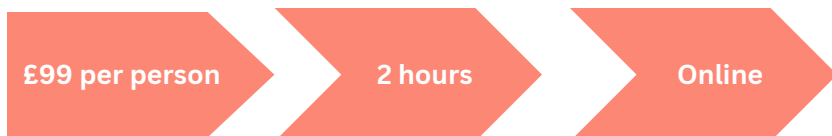
Throughout the year, your charity will be shining a light of specific issues. For each campaign you run, it's vital to plan effectively. In this workshop, you'll find out how to create campaign plans that maximise your reach and really make a splash.

## Who is it for?

Charity marketing or communications professionals.

## What will you learn?

- How to write a clear, concise campaign plan
- How to determine clear objectives and set key performance indicators
- How to evaluate the success of your campaigns and what analytics to keep in mind



## Upcoming dates

Wednesday 11 December 2024, 10am - 12pm

Wednesday 12 February 2025, 10am - 12pm

# Copywriting

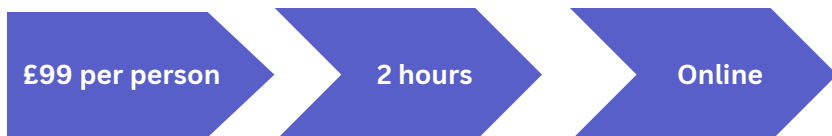
Crafting engaging copy that persuades your audience to take action is a vital skill for all charity marcomms professionals. In this two-hour workshop, you will learn how to write copy that brings your charity values to life.

## Who is it for?

Charity marketing or communications professionals.

## What will you learn?

- Best practice when copywriting
- How to write persuasive copy
- Gain confidence tailoring your copy for a range of digital channels
- How to harness social proof to bring your copy to life



## Upcoming dates

Thursday 31 October 2024, 10am - 12pm

Wednesday 29 January 2025, 10am - 12pm

# PR Crisis Planning

Trust takes years to build and just a moment to vanish. Protect your charity reputation by being ready for any public relations crisis. Learn how to maintain integrity while tackling adverse or negative media attention and ensure you and your charity feel prepared for any future events.

## Who is it for?

Marketing and communications managers and those in charity leadership roles.

## What will you learn?

- What a PR crisis is and how to undertake scenario planning
- Identify your PR crisis response team and learn how to allocate roles and responsibilities
- The processes and procedures needed to manage a PR crisis from start to finish
- Build confidence in creating your own PR Crisis Plan, with tools and templates to do this

£249 per person

4 hours

**This is in-person training. Please get in touch to book.**

# Storytelling and Lived Experience

Humans are storytelling creatures and everyone has a story to tell. This includes your stakeholders – the reason your charity exists. Listening to stories and integrating them into your charity marketing and communications demonstrates that you value the lived experience of those you support.

Trigger warning: This workshop includes sharing of lived experience of a mental health condition, which may be upsetting to some people.

## Who is it for?

Charity marketing or communications professionals.

## What will you learn?

- What storytelling is
- What lived experience is
- Build your confidence in asking people to share their stories
- How to ask people to share their story

£149 per person

2 hours

Online

## Upcoming dates

Thursday 14 November 2024, 10am - 12pm

Wednesday 26 February 2025, 10am - 12pm

# Strategy Development

A marketing or communications strategy is a living document that ensures you are on track for success. It can feel daunting, but in this course you will learn all the elements that you need to include in a robust strategy. From the initial SWOT and competitor analysis to creating objectives and an implementation plan, this course guides you through every stage of developing a marcomms strategy that is fit for purpose.

## Who is it for?

Marketing and communications managers and those in charity leadership roles.

## What will you learn?

- What needs to be included in your marcomms strategy
- How to develop each section of your strategy
- How to establish objectives
- How to create a clear, performance driven implementation plan

£249 per person

4 hours

**This is in-person training. Please get in touch to book.**



# Talking to the Press

Talking to the press can feel intimidating if you've never done it before, so now is the time to build your confidence! In this short course, you'll discover what makes a good story, how to talk to the media about your charity and what to do after your story goes live.

## Who is it for?

Charity marketing or communications professionals.

## What will you learn?

- How to stay on message
- How to deal with difficult questions from journalists
- Understand how journalists approach stories
- How to feel more prepared for future press interviews



£99 per person

2 hours

Online

## Upcoming dates

Wednesday 5 March 2025, 10am - 12pm

# Website Briefing

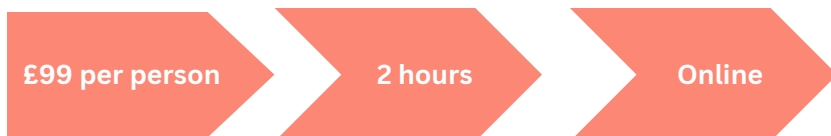
In this two-hour course, you will learn what to include in a brief when commissioning a new website design. This is a practical workshop that explores each section of a website brief and what you need to include so that your website designer knows exactly what you need.

## Who is it for?

Charities planning to commission a new website.

## What will you learn?

- How to write a clear, concise website brief
- How to work with a website design company for the best outcomes
- Website do's and don'ts



## Upcoming dates

Wednesday 27 November 2024, 10am - 12pm  
Wednesday 5 February 2025, 10am - 12pm

# Need something else?

Get in touch today to discover how we can support you and your charity...

## Consultancy

With over two decades of experience, we know how charity marketing works.

So, whether you need a new marketing strategy or a communications audit, we can help.

## Project Management

We understand the charity sector, inside out.

From small community grass-roots initiatives to national organisations, we have experience of managing projects for a vast range of charities.

## Lived Experience Engagement

Listening to key stakeholders is essential for charities today. We can support you to listen in an authentic, supportive way to capture the lived experience of people you support.

## Peer Support Sessions

Are you starting out in your charity marcomms career? Or perhaps you're a new manager?

Whatever stage of life you find yourself in, we offer a listening ear, guidance and support when you need it most.



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