

Regional Briefings Campaigns and Promotions

The Regional Briefing Sessions are for all staff who have a responsibility for promoting adult learning and who get involved in national campaigns (Adult Learners' Week and Bite Size) at a local or regional level. The sessions aim to explore the concept of promoting learning and will use practical examples and practice-sharing techniques to discuss this.

The sessions will take place in each Government Office region and you are invited to attend the session in the region that your organisation falls within.

The briefing sessions are free of charge. Help with travel expenses may be available. If you are unable to meet the travel costs, please contact Siân Pollock on 0116 204 2858 or email sian.pollock@niace.org.uk

The closing date for applications is Friday 24 January 2003.

PROGRAMME (SUBJECT TO CHANGE)

- 9.30am Tea and Coffee/Registration
- 10.00am Introductions and Welcome
- 10.10am The difference between Promotion and Marketing
- 10.20am Complementing campaigns
- 10.40am How to link campaigns effectively – discussion groups
- 11.15 am Feedback from groups
- 11.30am Tea and Coffee
- 12.00pm Reaching new and different learners – ACLF project
- 12.45pm Learners as promoters
- 12.55 pm The next steps
- 1.15 pm Lunch – end of session

To book a place on one of the **briefing sessions** please fill out your details below and return.

Title Mr Mrs Miss Ms Dr Other

First name _____ Surname _____

Job Title _____ Organisation type _____

Organisation name _____

Organisation address _____
(any further correspondence will be sent to this address)

City _____

County _____

Post Code _____

Daytime tel no. _____

E-mail _____

Fax no. _____

REQUIREMENTS

Dietary requirements _____

Please specify any allergies _____

I will be using a wheelchair I will require a signer I will require a hearing loop

I will require an interpreter I will require large print materials

I will require Braille materials I will be bringing a guide dog

Other _____

ETHNIC AND EQUAL OPPORTUNITIES MONITORING

Please tick the appropriate boxes below

White

White British Irish

Any other white background, please specify _____

Dual Heritage

White and Black Caribbean White and Black African

White and Asian Any other dual heritage background

Please specify _____

Asian or Asian British

Indian Pakistani Bangladeshi Chinese

Sri Lankan Any other Asian background

Please specify _____

Black or Black British

Caribbean African Any other Black background

Please specify _____

Any other ethnic Group, please specify _____

Gender

Male Female

Signature _____

Please return by fax, **FAO Siân Pollock** to **0116 223 0050** or by post to: **Siân Pollock, NIACE, Campaigns and Promotions, Renaissance House, 20Princess Road West, Leicester, LE1 6TP.**

Please Note: The cost of attending the regional briefings will be covered by NIACE. If you book a place and are later unable to attend, please inform Siân Pollock no later than 10 working days before the event, otherwise you will be charged a cancellation fee of £25. This fee will not be charged if you inform us of a substitute attendee. Substitutions can be made at any time.