

Stimulation training, panel debates and networking programmes

What do we believe in?

We believe in building better digital and social media competence within all industries in the UK to help kick start UK Plc and to help make the UK an internationally renowned digital powerhouse.

How can we help deliver that vision?

We provide digital and social media training programmes, panel discussions or quarterly networking events for membership organisations to offer to their members or businesses to offer their people, stakeholders and clients.

The programmes are designed to:

- generate revenue for a membership body or corporate entity
- increase engagement from members or staff
- build digital and social media capability
- help with marketing or repositioning in digital thought leadership

How do we go about that for membership bodies?

- We work with membership organisations that have existing media channels and an audience that looks to their membership body for good industry-related advice and practice.
- We evaluate the audience needs and design a set of courses that may appeal to members marketed through the membership channels.

How do we go about that for businesses?

- We work with businesses that have an appetite to increase digital capability or thought leadership or a pressing business need to upskill staff.
- We evaluate the business objectives in line with the current staff capability, aptitude and interest and design training courses that meet business needs.

For all our clients

- We work with the leading digital and social trainers and recognized thought-leaders to create relevant and engaging content that is industry-specific.

Why are we good at this?

Stimulation's Founder, Tiffany St James has set up this provision. Tiffany is the former [Head of Public Participation](#) (social media) for the UK Government. She advised the government on how to improve engaging with the public online through social media and was responsible for building digital capability with 500 000 civil servants in the UK and advising international governments. She was the strategic lead on all social media training, tools, skills and capability as well as how to involve the public in policy curation on and offline. Tiffany wrote the [Social Media Government Guidance](#) for civil servants and Cabinet Secretary, Sir Gus O'Donnell's first [digital policy](#) guidance used during a general election.

We design and tailor each course to the membership body or organisation requirements, including industry-relevant examples and case studies to ensure that its engaging, relevant and of value for your members.

Since leaving Government in June 2010 Tiffany has embedded digital training and panel programmes in: Channel 4, Euro RSCG London, Government Communications Network, The Guardian, Lyonsdown Media Group, Marketing Agencies Association, The Press Association

Our course structures

Bite-sized

- Our bite-sized 2 hour practical workshops are ideal to be delivered at a breakfast seminar or start of the day to enable professionals to attend, gather practical useful advice and go back to the office and implement the same day.
- We can deliver these courses for mixed ability and mixed profession as well as tailored to individual organisation needs.
- Recommended group size 5-12

Cost to organisation £500 trainer delivery

RRP to individuals £150 (members) to £200 (non-members) pp

Revenue generation (after trainer costs) of up to £1900 per course

Day Clinics

- Our full day practical career-progression clinics enable professionals to understand and create practical implementable strategies for their businesses in the course of a day. Individuals will learn from relevant case-studies, look at their own practice or that of their clients, work through useful exercises and enable them to implement strategy immediately as a result of the day.
- We can deliver these courses for mixed ability and mixed profession as well as tailored to individual organisation needs.
- Recommended group size 5-12

Cost to organisation £3000 trainer delivery

RRP to individuals £1195 (members) to £1165 (non-members) pp

Revenue generation opportunity (after trainer costs) of up to £10980 per course

Our panel and quarterly networking structures

Half-day panel debates

- Many organisations want the opportunity to host interesting digital debates and invite their people, clients, potential clients and stakeholders. Either as part of a digital repositioning strategy for the organisation, business development for clients or as a revenue generating opportunity for their audiences. Organisations market the event through their channels and provide the venue and facilities.
- We work with you to understand what panel debates would add value to your networks, find the right proposition, industry-leading speakers, manage the content and host/facilitate the discussion.
- Recommended group size 20-100

Cost to organisation for panel £4000

RRP £395 pp

Or 50% revenue share opportunities on ticket sales

Revenue generation opportunity (after panel costs) of up to £35500 per panel

Facilitated quarterly networks

- Many organisations want the opportunity to host interesting quarterly networking meeting and invite their people, clients, potential clients and stakeholders. Either as part of a digital repositioning strategy for the organisation, business development for clients or as a revenue generating opportunity for their audiences. Organisations market the event through their channels and provide the venue and facilities.
- We work with you to understand the proposition for your audiences and structure how a quarterly networking session would run for most benefit for your business. These events can take on a social nature or a more formal panel, round table discussion and social networking. We find the right proposition, industry-leading speakers, manage the content and host/facilitate the discussion.
- Recommended group size 50-400

Cost to organisation for £1000 - £3000 dependent upon scope

Quarterly networking events are usually free to participants although the charging model above can be replicated.

All these courses include either qualified trainer, exercises, slides, workbook and takeouts.

All panel sessions and quarterly networks include proposition, format, content, structure and speakers.

These courses fees do not include projector, laptop screen and venue

Courses: Bite –sized and full day

- Blogger Outreach: How to create a bigger splash on a slim budget
- Evaluating Digital Campaigns
- Facebook for business
- Facebook for business (advanced)
- Future of Email Marketing
- How to Manage a Digital Campaign
- Pay Per Click and SEO for Marketing Agencies
- Social Media Monitoring
- Reputation Management
- Social Media for Business
- Social Media for Business (advanced)
- Twitter for Business
- Twitter for Business (advanced)

COURSE DETAILS

Bite-sized - Blogger Outreach: How to create a bigger splash on a slim budget

There is 14% trust in advertising. Peer to peer recommendation: 'Liking' and buying something your friends have recommended is now at 78% of trusted sources.

Increasingly, it is the informed blogger or community manager who can have a significant effect on whether your clients' products or brands are well received in the market.

This bite-sized practical course looks at how you can identify and engage with the key online influencers on forums, blogs, twitter, Facebook and LinkedIn in your clients markets and warm them to being receptive, engaged and fuelled to talk about your client's products.

Bite Sized - Evaluating Digital Media

Using digital media is now part of any standard campaign delivery; evaluating the part that digital media plays in the success of a campaign, should now be part of every agency toolkit.

This bite-sized course will enable participants to understand:

- what evaluation methods there are for different interactive media channels,
- how to use and apply a robust evaluation model for different digital media,
- how to build evaluation measures into agency planning processes; and
- how to set response rates and success factors.

A practical guide to add measurable value to client campaigns.

Facebook for business

Business Facebook presence is becoming increasingly required in client campaign management.

This course will show you how to advise your clients on how to use Facebook in integrated campaign management as well as how to demonstrate your knowledge and advice for your clients in managing their Facebook Fan pages.

This bite-sized course will enable you to understand:

- What is required to set up a Facebook Fan page
- How to set up a Facebook Fan Page yourself or how to brief specialists for more complex requirements
- What are the policies and legalities, how often they change and where to find them on Facebook
- Engagement strategies once your Fan Pages are set up
- Example Facebook campaigns on who is doing what well

Bite Sized - Future of Email Marketing for Agencies

Now an established, targeted and measurable way of reaching your intended audiences, email marketing has become ever more sophisticated. Impactful email marketing is one of the most effective and measurable ways to reach your clients' customers.

Keep ahead of the game by looking at how technological innovation is changing email marketing and how best you can harness these developments

This bite-sized course will enable you to:

- Understand trends driving the future of email marketing
- Consider the impact of social media growth on email marketing
- Look at how to harness social media developments to complement your email marketing
- Consider how email may change in the future
- Understand where email fits into the digital mix in an ever changing digital landscape

Bite Sized - How to Manage a Digital Campaign

Would you like to get better at tight handling of digital briefs?

Do digital projects take longer, cost more and have more hiccups than you planned for?

This bite-sized course is designed for account handlers who would like robust processes for end to end digital work reception and production flow in marketing agencies. Participants will understand the digital touch points within an agency workflow process and what needs to be undertaken at each of the steps to ensure smoothness of work flow for a digital campaign. Participants will come away with the right questions to ask at each stage of development to ensure smoother work flow and better delivery to time and budget.

Bite Sized - Pay Per Click and SEO for Agencies

Creating winning ideas and content in an online space is only half the battle. Ensuring that content is easy to find, searchable and relevant to our customers' audiences is key to driving any campaign messages home.

Create a competitive edge in your agency by good use of Search Engine Optimisation and smart Pay Per Click campaigns.

This bite sized course will enable you to:

Establish when to use SEO and when to use paid search

Understand how to build a good strategy

Implement best practice

Set goals and KPIs

Understand what the free tools are and how they can help

Bite-sized – Reputation Management

Knowing how to help clients manage what is being said about them online is key to any agency providing digital services our world today.

Whilst online PR can help clients manage their online reputation and broaden positive mentions it also essential that we know how to help and advise clients when they are in the news in a negative way. How and how fast they respond is sometimes key to saving their reputation.

This bite-sized course aimed at PR agencies or any digital agencies that manage a client reputation will give you strategies, processes and case studies on how to manage your agency reputation and advise your clients.

Bite-sized – Social Media Monitoring

Knowing what is being said about your clients' products or brands online is a powerful skill in your armoury.

This bite-sized course will enable you to better develop powerful on or offline campaigns and pitches with a higher impact by understanding how to find, demonstrate or amplify the conversation online to give you greater client intelligence.

Learn what free tools are available to search and monitor for brand mentions; understand new processes to be able to get insight with impact and to use what is being said to best effect. These are practical processes to keep you informed and ahead of the game.

Bite sized - Social Media for Agencies and your clients

With London being the Twitter capital of the world since 2009, and the UK being the second most avid users of social media worldwide, social media is firmly here to stay and should be part of every agency campaign offer.

In this fast changing landscape and with so many specialist agencies offering services, what should marketing agencies be offering their clients and how should they best demonstrate that they understand social media enough to offer it as a service.

This bite sized course will enable you to:

Understand what marketing agencies should be offering

Understand how to demonstrate that offer to their customers

Understand the key activities that matter most in setting up and managing Facebook, Twitter and Linked-In profiles for your customers

Understand what wider opportunities there are for your agency to assist your clients in this space

Bite Sized - Twitter for Agencies

With London being the Twitter capital of the world since 2009 and some UK brands now having more than 1.5 million followers, understanding the good commercial uses of Twitter will help your agency competitive edge.

This bite sized course will enable you to:

Understand Twitter uses in a commercial environment, for campaigns and client profiles

Understand the key activities that are of most use to clients

Understand how to set up, attract and have meaningful interactions to support your clients' campaigns of communication objectives

Understand what wider opportunities there are for your agency to assist your customers in this space

Bite-sized - Twitter for Agencies (advanced)

You run your agency twitter feeds, perhaps even advise clients on their feeds as part of your integrated campaign solutions, but how can you maximise it's use? How are brands or other agencies using it to drive sales, convert loyal followers into customers and research product development?

This bite sized course will enable you to:

- Understand how twitter can be used to drives sales, increase brand loyalty and work towards client conversion
- Understand how to monitor effectively with free or low cost tools
- Create leverage for your clients to build trust in your delivery of their social media channels
- How to find the relevant influencers and engage in the pertinent debates
- Set your agency top line twitter strategy

This course has been designed for people who regularly tweet but wish to develop their skill set further