



Corporate Professional Development Programs

Enhance your organisation's performance through
ICTE-UQ customised training



Welcome to The University of Queensland's Institute of Continuing & TESOL Education (ICTE-UQ)

ICTE-UQ's Extension Studies Domestic (ESD) unit specialises in the design and delivery of customised corporate programs within Australia and has established a reputation for providing leading-edge training solutions to government and business sectors. Our corporate clients enjoy the benefits of having programs customised to their individual needs and delivered at a time and place that suits them.

ICTE-UQ's clients are as diverse as the programs we offer – from Executive Leadership to Frontline Supervision for government and corporate organisations, to Technical and Business Writing Workshops for legal, financial, scientific and government sectors.

Why choose ICTE-UQ?

- UQ badged Statement of Attendance/Certificate on completion of the program.
- ICTE-UQ is recognised both locally and internationally for the quality of its training programs.
- Our programs are cost-effective and provide excellent value for money.
- Programs are customised to meet your organisation's specific needs so that the skills and knowledge acquired are directly applicable in your workplace.
- Our professional trainers are highly qualified and experienced.
- Programs can be delivered at times to suit you.
- Training can be provided onsite at your workplace or in our purpose built modern training facilities on the UQ St Lucia campus.
- ICTE-UQ can add to the value of any program by providing a range of optional follow-up services to maximise the transfer and application of new skills.

It's all about choice!

Customised Training

Many organisations send their staff to attend external public training programs without realising that there is a more cost-effective way of enhancing work performance and updating professional skills. Now you can choose from a broad range of available programs from "Best Practice Client Service Strategies" or "Communicating Effectively in your Workplace" to "Strategic Leadership" and everything in-between which can then be customised to suit.

By having a program customised to the individual needs of your workplace, your staff will benefit from using scenarios and examples that are relevant to your specific organisation. This ensures the learning is "real" and that it "sticks" after the training.

The programs listed on our website and in this brochure are just a starting point for what we can develop to meet your workplace training needs.

Just ask us!

First Class Training Facilities

In addition to being a flexible training provider with the resources and experience to deliver training onsite at your workplace, ICTE-UQ is also able to deliver our complete range of training programs in dedicated training and conference facilities in our newly completed state-of-the-art premises situated on the UQ St Lucia campus.



Our customised corporate programs include:

Accredited Training

- TAA40104 Certificate IV in Training and Assessment
- TAA50104 Diploma of Training and Assessment
- BSB50807 Diploma of Business (Frontline Management) delivered in co-operation with The Learning Collaborative
- BSB51407 Diploma of Project Management delivered in co-operation with The Learning Collaborative

Corporate Communications

- Executive writing skills
- Policy writing
- Business writing – memos, letters and reports
- Presentation skills
- Captivating communications in the workplace through authenticity, presence and humour
- Editing and proofreading for the workplace
- Plain English for business and government
- Achieving a motivated sales force
- Dealing with difficult people
- Facilitator's toolkit
- Decision making
- Communicating effectively through purposeful conversation – an advanced communication approach

Human Resource Management

- Workforce planning
- Performance management – giving and receiving feedback
- Establishing a mentoring program – facilitation and support
- Mentoring vs. coaching
- Bullying and harassment
- Build an unshakable positive self-image and self-esteem

Leading and Managing

- Management vs. leadership
- Strategic thinking
- Emotional Intelligence
- Resilience – individual and organisational
- Delegate wisely – why, when, to whom and how
- How to be a great sales manager
- Managing upwards
- Frontline management
- Implementing continuous improvement systems
- How to be an effective supervisor
- Team leadership
- Improving customer management
- Innovative leadership – strategic and organisational
- Managing change
- Mediation and conflict resolution
- Get the mental edge on your competitors
- Motivation and influence
- Project management – driving for results
- Risk management
- Six Sigma and lean thinking
- Business improvement – improving your productivity
- Change management

Business Skills

- Best practice client service strategies
- Brain Gym® for a switched-on workplace
- Alexander Technique
- Customer service that builds business
- Essential skills for personal and executive assistants
- Events management made easy
- How to get big advertising results with a small budget
- How to write a business plan
- Meetings that work – every time in half the time
- Creativity and team building – thinking outside the square
- How to use Microsoft Project 2007
- Positive stress management
- Time & workload management – gaining control

About our trainers

ICTE-UQ trainers are highly qualified specialists in their fields, who also have many years of real-life industry experience. We continually evaluate their performance through direct feedback from participants at the conclusion of every program. The confidential information we obtain from this process ensures extremely high standards, relevance of training methods and materials and ultimately achievement of your expected training outcomes.

Allow us to introduce you to a sample of our team....

Jeffrey Hodges

BSc, MSc(Hons), BEd (Adult Education)

Jeffrey is a performance consultant and trainer who has worked extensively with corporate teams to enhance individual and team performance. His training courses are outcome oriented and provide practical skills and techniques to significantly enhance personal and professional performance, and are suitable for a wide range of clients – including managers, mentors, coaches and key staff. He is the author of the widely acclaimed “Sportsmind” and “Champion Thoughts, Champion Feelings” books; creator of the Sportsmind Mental Mastery performance enhancement workshops; Sportsmind Champion Performance personal success coaching systems; and Director of the Sportsmind Institute for Human Performance Research. His programs have been endorsed by the NSW Department of Sport & Recreation.

Jeff Dutton

BBus(Hons), GCWorkplace Learning, MBA (current)

Specialising in organisational planning, business systems and people development, Jeff has 20 years’ experience consulting and training the private and public sectors. His expertise includes strategic and business planning (including project management), implementation of organisational performance management, business systems (Six Sigma and Lean Thinking) and structural reviews (including change management, team building, personal and professional development).

Lesley Johnson

MHRM, Cert IV in Training & Assessment

Lesley has broad and deep experience; working in high level planning, mentoring, change management, strategic initiative implementation, human resources, organisational development and business management. She is an accredited facilitator for Situational Leadership and Team Management Index. As a qualified mediator and conciliator, Lesley currently works in a consultancy capacity for the Australian Public Service Commission in the areas of policy and recruitment.

Coreen Bakes

DTraining and Assessment Systems, DBusiness Administration

Coreen is a very experienced training facilitator who has delivered a wide range of communication and business workshops to organisations from Qantas to the Department of Defence. Her extensive professional background in Human Resources and Management gives her credibility and in-depth knowledge of situations that occur within a diverse workforce. If you are looking for management or communications training, you have found one of the best.

Ian Johnson

PhD (Org Psychology)

Ian is a registered psychologist specialising in working with organisations and is qualified in Behavioural Science and Organisational Psychology. He has held technical, management, executive and research positions.

Ian develops and conducts intensive workshops in a range of management and leadership skills.

His current consulting interests are in organisational communication and climate.

Barry Bakes

DTraining and Assessment Systems, DBusiness Administration (Frontline Management)

Barry is an experienced presenter, and self-management and business management skills are a focus of his training. He has delivered across both frontline and management areas to many corporate and government departments including I P Australia, Telstra, Departments of Immigration & Citizenship (Canberra), Education, Training and the Arts and QLD Health.

Suzanne Barr

BEd, GDSocial Science (Counselling), GDHuman Relations in Education

Suzanne is a counsellor whose experience includes counselling, consulting, facilitating, training and development with both private and public organisations. Suzanne's background includes five years as a Head of Department of Commerce at a College of Advanced Education; teaching and training in Secondary, TAFE and Community Colleges; Human Resource Development and corporate development projects with QLD Health and Department of Communities; and working with a change management team within a management consulting company.

Robert Grayson

BMusic (Boston, USA)

Robert Grayson is a Director of the Comedy Institute of Australia and is a presenter of The Stand-up Comedy Experience as well as Captivating Communication in the Workplace. His career spans 28 years as a business entrepreneur and entertainer. He is a well known and respected trainer and communicator in Australia and overseas. He is currently completing post-graduate studies in Psychology.

Paula Wilson

BCom, MEd, Cert IV in Training and Assessment

Paula Wilson has been a learning specialist since 1993 and has assisted people of all ages in workplaces, schools and universities. She is a nationally certified and internationally Licensed Brain Gym® instructor and consultant. Paula has successfully delivered Brain Gym® for a Switched on Workplace to many of our government and corporate clients.

Sharmila Nezovic

DArt (Victorian College of the Arts), DPainting & Drawing (New York Studio School), MCreative Arts

Sharmila's academic qualifications began with a Painting Diploma from the Victorian College the Arts (Melbourne); followed by intensive post-graduate art studies at the prestigious New York Studio School (New York). Sharmila is passionate about igniting creativity and enabling workshop participants to think outside the square. A community educator and corporate trainer with more than 20 years experience, she is renowned as a dynamic and enthusiastic facilitator.

Karen Schmidt

BEd (Adult Education), Cert IV in Training and Assessment

Karen Schmidt is an award winning speaker, workshop leader, author and human resources professional with over 20 years' industry experience. She has hired, fired, supervised, motivated, counselled and trained people across Australia from a range of industries.

Lorraine Romeril-Smith

BEd

One of Queensland's most respected training, advertising and media professionals, Lorraine brings over 20 years of highly relevant hands-on training experience to a variety of workplaces and industries. Lorraine provides courses, workshops and seminars in the fields of customer service, supervision, sales, management, advertising and copywriting. As well as training, Lorraine is General Manager QLD & NT of hma Blaze Advertising Agency, part of the WPP group, one of the world's largest communications groups, providing services to local, multinational and global clients, including more than 300 of the Fortune Global 500.

Chris Meyers

BDesign Studies, BArch(Hons), DTraining and Assessment

Rebecca Meyers

BEd, DTeaching, DTraining and Assessment, Cert IV AWT, DHealth (MAHEC)

Chris and Rebecca have professional backgrounds in business, education, software development and health promotion and have been facilitating a variety of courses in workplace training and assessment at UQ since 2002. Their years of experience, personable nature and interactive and supportive facilitation style combine to ensure quality outcomes for both employers and course participants. They both hold the Diploma of Training and Assessment and have established links and a strong affiliation with the training industry. They are well placed to offer the entire Certificate IV in Training and Assessment or a selection of the competencies within this qualification to suit the specific needs of staff in any organisation.



About our programs

The following outlines are intended as a guide to the types of professional training we offer and can be customised to meet specific organisational requirements.

Accredited Training Programs

Chris and Rebecca Meyers

As a Registered Training Organisation under the Australian Qualifications and Training Framework, ICTE-UQ is able to offer nationally accredited programs that provide career pathways for all levels of management and staff. We would be pleased to discuss with you and your staff how these will work in your organisation.

We currently offer:

- TAA40104 Certificate IV in Training and Assessment
- TAA50104 Diploma of Training and Assessment

These programs are delivered inhouse and through public programs

with a combination of face-to-face and workplace assessment. Online mentoring is provided on an as needs basis. The programs are fully resourced with learning and assessment materials and there are two trainers per course.

We also deliver, in co-operation with The Learning Collaborative, a range of business qualifications including:

- BSB50807 Diploma of Business (Frontline Management) and
- BSB51407 Diploma of Project Management

Jeff Dutton manages the delivery of these diplomas through coaching and customised workplace assessment.

Corporate Communications

CAPTIVATING COMMUNICATIONS IN THE WORKPLACE

Make an impact with your professional communications through authenticity, presence and humour.

Robert Grayson

Why are some speakers and communicators so much more memorable and effective than others? In this experiential workshop you'll learn theory and skills from interpersonal psychology, theatre arts and stand-up comedy to make YOU a more captivating communicator.

Topics Include

- Managing anxiety
- Making a connection
- Using humour effectively
- Authenticity and vulnerability
- Monologue/dialogue
- Being concise

- Death by PowerPoint/use of aids
- What the audience wants
- Technical considerations – mike technique etc

COMMUNICATING EFFECTIVELY THROUGH PURPOSEFUL CONVERSATION – AN ADVANCED COMMUNICATION APPROACH

Ian and Lesley Johnson

Conversation is the most frequently practised human activity – other than breathing – so why is it that when it matters we make so many mistakes? Do you dread those difficult conversations with staff or clients? Do you attend innumerable meetings that never seem to reach a conclusion?

Are performance improvement interviews unsatisfactory and stressful? Would an understanding of influencing tactics help you in presenting ideas and proposals?



Topics include:

- Conversation purpose and responsibilities
- Self-talk
- Understanding and using the concept of 'face'
- Conversation tools and tactics
- Planning and rescuing meetings
- Conversation – not conflict

WRITING SKILLS – THAT MEAN BUSINESS!

Putting purpose and structure into your business writing

Lesley Johnson

Business writing can be a challenge. How do you choose the right tone and style, balance formal requirements with more direct communication, provide sufficient detail but avoid waffle – and what exactly is plain English?

Topics include:

- Purpose, planning and plain English
- Grammar refresher
- Structure and style in business
- Punctuation without pain
- Active and passive voice
- Reports, letters, memos, emails
- Writing objectively
- Writing persuasively
- Editing and proofreading

BREAKING THROUGH THE BARRIERS OF PRESENTING

Coreen Bakes

Learn how to put together memorable presentations by structuring your presentation with clear and measurable training outcomes in mind. Develop your trainer's notes around a specific and motivating theme, well defined main points, and a suitable introduction and conclusion. Keep in mind potential barriers to learning that exist, the way that adults learn and use appropriate teaching techniques. Be aware that a little nervousness is a good thing and that it can be controlled – so don't let that be a barrier for you! And control your group by using the zones of a well set up room.

Topics include:

- The structure of a good presentation
- The psychology of learning and teaching in groups
- Using teaching equipment and teaching room methods effectively
- How to control nervousness, annoying mannerisms and the room

FACILITATOR'S TOOLKIT

Jeff Dutton

This course is delivered over three days to provide participants with a broad range of tools, techniques and ideas for facilitating workshops, seminars, or simply leading a meeting.

Topics include:

- The facilitator's role
- Methods of facilitation
- Micro tools and techniques
- Planning workshop facilitation
- Types of workshops (i.e. planning, team building, search, etc)
- Structured and unstructured facilitation
- Managing group dynamics
- Personal preferences and NLP
- Stakeholders and communication
- Negotiation and conflict resolution

DEALING WITH DIFFICULT PEOPLE

Take control of challenging situations!

Karen Schmidt

We all encounter difficult people at some time, whether it is at home or at work. Just because you have good people skills does not mean you can automatically deal with difficult people. In this workshop find out how to recognise difficult people, understand why they are difficult and develop skills for effectively dealing with them.

Topics include:

- What does 'difficult' mean?
- Why people act the way they do
- Know what you can and cannot control
- Recognising aggressive and passive behaviour
- Using assertiveness to get results
- The impact of 'I' statements

NEGOTIATING FOR POSITIVE OUTCOMES

Lesley Johnson

Negotiation is the process whereby two or more parties agree on the details of an arrangement to resolve their different expectations. An important finding from decades of conflict and negotiation research is that where conflict is resolved by negotiation, there are improved organisational outcomes if negotiation participants undertake comprehensive planning and preparation before discourse between them begins.

Topics include:

- Identifying purpose and objectives of negotiation
- Testing assumptions
- Communication styles for negotiation
- Best alternative to a negotiated agreement
- Ethical, trust and justice issues

MOTIVATING STAFF

Lorraine Romeril-Smith

Motivating is all about connecting with the people who report to you so that they feel inspired to meet the challenges that your organisation faces. As a manager or supervisor you know that you are supposed to be influencing your people into becoming self-motivated. You also know that it is just one of the many tasks you need to fit into the average day.

Topics include:

- What motivation is
- Why motivate
- How to be a motivating leader
- Measuring morale
- Communicating with your staff
- Creating the right environment
- Hiring, inducting and training right
- Setting the goals and standards
- Rewards and recognition

Human Resource Management

INTRODUCTION TO WORKFORCE PLANNING

Right people - right place - right time

Ian Johnson and Lesley Johnson

Both research and organisational practice indicate that definitions and expectations of workforce planning are still evolving. Put simply, workforce planning is the process of ensuring that the right people will always be in the right place to accomplish the mission of the agency, now and in the future.

Topics include:

- Pressures forcing organisations to be serious about workforce planning
- Capabilities, capacities, outcomes, strategic planning, alignment – how they inter-relate
- Finding the scorecard of your organisation's current capabilities
- Expanding the range of capabilities options – comparing those options
- Assessing current versus required capabilities – the development gap
- The strategic loop – fitting workforce planning into your organisation
- Managing the impact of workforce planning (change) on existing workplace members

PERFORMANCE MANAGEMENT IN CONTEMPORARY WORKPLACES

Giving and receiving feedback

Lesley Johnson

Performance appraisal can too often become a minefield in which the appraiser and appraisee alike tread carefully and dread the scheduled annual performance review. It doesn't have to be like that!

Topics include:

- Purpose of performance appraisal
- Climate for effective performance appraisal
- Understanding the impact of feedback: positive, negative and none; constructive feedback
- Receiving feedback, self control and resilience
- Dealing with diminished performance
- Managing conflict and ethical issues

GROW YOUR OWN TALENT - MENTORS IN THE WORKPLACE

Ian Johnson and Lesley Johnson

Is it difficult to attract good people? Why not develop the people you already have? It's not an empty saying, people really are the most important asset to any business – and developing your own people is the best way to get a committed and effective workforce. Mentor programs can link newcomers to old hands, new ideas to sound experience – so how can you develop a winning mentor program?

Topics include:

- The differences between coaching, mentoring and training
- Matching – getting the right people together
- Expectations – getting real about mentoring
- Mentoring skills
- Managing the mentor relationships
- Support systems that help mentoring work

PROJECT MANAGEMENT - DRIVING FOR RESULTS

Jeff Dutton

Designed to provide immediate and direct assistance in establishing project management in the workplace, this course provides the templates, the procedures and the understanding necessary to assist management and project teams to unlock the power of project management in their workplace.

Topics include all nine areas of project management:

- Project integration including project planning development, project execution and integration and control
- Project scoping including planning the scope of a project and the management and control of scope changes
- Project time management including activity definition, activity sequencing and scheduling, and critical path development
- Cost management including resource planning, cost estimation, and budgeting
- Quality management including quality planning and assurance
- Human Resource Management including organisational planning, staff acquisition and training
- Communication management including planning, information distribution, performance measurement and project closure procedures
- Risk Management including risk planning, identification, quantification, analysis, response planning, monitoring and control
- Procurement planning, solicitation planning and implementation, source selection, contract administration

HOW TO BE AN EFFECTIVE SUPERVISOR

Lorraine Romeril-Smith

Learn the key skills to successfully handle your role and challenges as a supervisor. This two-day hands-on seminar is suitable for new and experienced supervisors.

Topics include:

- What it takes to be an effective supervisor
- Staff selection and induction
- Effective planning
- Handling problem people
- Motivation – creating the right climate
- Role in training and appraisals
- Communication techniques
- Delegation
- Time management

HOW TO BE A GREAT SALES MANAGER

Lorraine Romeril-Smith

Gain the essential skills to manage a sales team. This course is for practicing sales managers and senior salespeople who are about to make the adjustment from team player to leader. The course looks at how to carry out essential sales management roles and functions to achieve current objectives. You will learn how to deliver crystal clear communication to get the team tuned in and turned on to producing results. There are techniques for building staff and client relationships whilst effectively growing the business. Time management techniques will assist you in achieving great success without burning out.

Topics include:

- Your role as a sales manager
- Vital areas of sales management
- Managerial decision-making
- Recruitment and selection
- Sales forecasting and budgets
- Customer service planning
- New business development
- Appraisal of salespeople
- Controlling the sales force
- Motivational techniques
- Communicating with the sales force
- Time management

DEVELOPING HIGH PERFORMANCE TEAMS

Coreen Bakes

High performing teams are a product of good leadership, good management, and individuals who recognise their strengths and are using them to accomplish worthwhile work in a motivating environment. All workers need to be able to measure their progress and identify their next goals along with areas where training, coaching and development are needed.

Topics include:

- The MAIN personality styles
- Differences in thinking and learning styles
- Recognising personality style
- Strengths
- MAINaging people successfully
- Mentoring and coaching benefits
- Using leadership strengths
- Stages of team development
- Individual responses to change
- Increasing personal motivation
- Using delegation for productivity
- Setting SMART goals
- Strategic planning and performance management

EMOTIONAL INTELLIGENCE

Understanding and using your feelings in the workplace

Jeffrey Hodges

Truly successful people have learned to depend not only on logical analyses or intellectual understandings – but have learned to appreciate, access and use a deeper level of emotional intelligence and innate body wisdom. Emotional Intelligence, like mental intelligence, is potentially in everyone – but does need to be awakened and trained.

Topics include:

- Building blocks of emotion
- Champion feelings – staying resourceful under pressure
- Triggering and amplifying positive emotions and feelings
- Reprogramming limiting and unresourceful emotions and feelings
- Decision strategies and feelings

MANAGING YOUR MANAGER

Improve your position, influence upwards

Lesley Johnson

There are many opportunities for training in management, from front-line supervision to executive leadership. But what about managing upwards? How can you sell your ideas or key information up to your manager? How can you influence your peers? How can you improve your relationship with those up the food chain? Improve your performance appraisal? Develop effective networks? You will gain real understanding and skills from this one-day program that combines research into impression management with practical application of relationship management and communication skills.

Topics include:

- Leader/member exchange
- Issue selling
- Communication styles
- Emotional Intelligence in managing upwards
- Impression management
- Social capital and networks

Business Skills

BRAIN GYM® FOR A SWITCHED-ON WORKPLACE

Brain Gym® for improved clarity, focus and relationships

Paula Wilson

Do you experience mental quicksand at times? Is your workday stressful and exhausting? There is a fast and simple way to clear your head and ease through your day. Brain Gym® is a series of movements and activities you can do at your desk to de-stress and switch your brain circuits back on.

Topics include:

- About Brain Gym®
- Five-step Brain Gym® Learning Process
- Twelve Brain Gym® movements and activities for easy use in the workplace

CUSTOMER SERVICE THAT BUILDS BUSINESS

Coreen Bakes

This course covers the essential elements of good customer service, what it is, and what the word SERVICE really stands for.

Topics include:

- Do a now and where audit of your service
- What is good customer service?
- Why do people want different results?
- Basic principles that, when applied, keep customers coming back
- Moments of truth in customer service
- The hierarchy of customer value
- Communication techniques that make a difference
- How to make every step of service count

ESSENTIAL SKILLS FOR PERSONAL AND EXECUTIVE ASSISTANTS

Expand your horizons!

Coreen Bakes

This workshop covers the core skills that are needed to successfully manage a modern office and the people who pass through it. This course is designed for executive and personal assistants who are looking to expand their sphere of control and influence in a very exacting role. Juggling the day-to-day demands of a modern office requires very special skills, and meeting the needs of all stakeholders even more so.

EVENTS MANAGEMENT MADE EASY

Big picture, small picture – getting it right!

Coreen Bakes

This course covers planning, structuring and marketing events using correct protocol and appropriate documentation and technology, including outdoor events. Useful skills in managing workers, problem solving and conflict resolution are also addressed in this course to stay current in the industry, and to add to your existing people management skills.

Topics include:

- Structure the concept
- Plan the event
- Handle the people
- Manage the workers
- Market the event
- Ensure the protocol
- Establish the technology
- Finalise event information

TIME AND WORKLOAD MANAGEMENT - GAINING CONTROL

Organise yourself to reduce stress

Jeff Dutton

This course will show participants how to restructure their working day to increase productivity and gain more time for themselves. It draws on a broad body of information and field research to provide participants with a range of simple tools and valuable templates for day-to-day use that will make an immense difference in their working lives.

Topics include:

- Achieving personal goals at work
- Personal work systems and tools and tips on increasing work effectiveness
- Personal preferences and what they mean for effective work management
- How to develop effective work habits

MEETINGS THAT WORK – EVERY TIME IN HALF THE TIME

Lesley Johnson

Do you have back to back meetings yet never seem to get real outcomes? Meetings play a big part in organisational life – and in your life – but poor meetings lead to poor outcomes and wasted time when time is at a premium. This workshop introduces simple but powerful tools for making meetings twice as productive in half the time.

Topics include:

- Managing meetings – 3 phases and 3 Ps – purpose, people and process
- Strategies, tactics and tools – explore the options and get to a decision – fast!
- Using watchers, whips, scribes and gurus to power your meetings
- Dealing with multiple agendas
- Topic and meeting mapping
- Getting action from meetings
- Assigning roles and responsibilities

CREATIVITY AND TEAM BUILDING WORKSHOP

Thinking outside the square!

Sharmila Nezovic

Four endorphin-pumping workshops have been tailored for the corporate sector, and are offered as an antidote to the pressures built up within the professional work environment. These team-focused experiences are designed to be fun, break-down inhibitions and get creative juices flowing. They are suited to all industry professionals. By promoting self-confidence, innovation and creative decision-making, be inspired through workshops such as:

- Drawing on insight – improvised charcoal drawing
- Interface – stunning colour drawing with artists pastels
- Sound Management – experimental voice & percussion
- Mind/Flex/Motion – inspired creative movement ritual

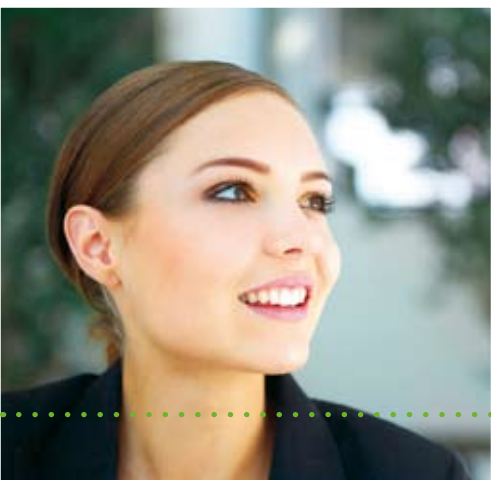
HOW TO WRITE GREAT ADVERTISING COPY

Lorraine Romeril-Smith

This advertising workshop is essential for self-employed people or small business owners that need to ensure they are getting the very best result from their print advertisements including yellow pages and brochures. The hands-on workshop takes you through the techniques of copywriting. We examine the structure of an advertisement, advertising strategy, copy and layout approaches, how to write great headlines and subheads, and the pattern of body copy. Everyone ends up with a copywriting and layout checklist that can be used forever to ensure that you are getting the most from limited advertising budgets.

Topics include:

- How to choose what to advertise
- Ad structure, strategy and copy
- How to get that ‘just right headline’
- Body copy – where the selling gets done
- The design and layout of advertising
- The use of illustrations
- Understanding the use of type
- How to use colour
- What to do before and after the ads
- Additional ways to improve copy
- How to test advertising results



Track record of client satisfaction and referrals

Most of our Corporate Training business comes from referrals. This is what a few of our recent corporate clients have said about our services:

Dan Downs

Chief Executive Officer, The System Works

"We have worked throughout the past year with Jeff Dutton on management training for our organisation. Jeff has proven to be a very knowledgeable facilitator/trainer, with excellent source material, and a very engaging training style. Our team has a diverse range of skills, and yet Jeff seems able to connect with each of them at their level. I have been more than satisfied with the training outcome, and wouldn't hesitate to use the services of Jeff and ICTE-UQ again in the future."

Michael Walsh

Deputy Director-General, Department of Infrastructure and Planning

"I was very impressed with Lesley Johnson's presentation style and competence in delivering the Business Writing workshops."

Helen David

Manager, IP Foodservice

"I had my management team attend a Meetings that Work session with Lesley Johnson in an effort to reduce our current meeting times and prepare for Lean Processes. The training was informative, practical and fun. We have applied the basics to our meetings and are refining them every time. Our meetings in half the time, every time is now a reality."

Donna Mogg

IR & HR Manager, Growcom

"The workshop The 4 P's of Presenting, was fantastic. All participants gave it 11 out of 10 so I hope to do more training with ICTE-UQ and Coreen Bakes."

Renaë McGee

Human Resources Department, Public Trust Office

"Public Trust Office has used the services of ICTE-UQ extensively to provide training programs such as Developing your People Skills, Applied Decision Making, Effective Time Management, How to be an Effective Supervisor, and Satisfying Client Needs to our staff throughout Queensland. The feedback from our staff on content and presenters has been very positive and the Public Trust Office will continue to work with ICTE-UQ to deliver quality training programs with Coreen Bakes and Lorraine Romeril-Smith to our staff."

How to find out about working with ICTE-UQ

We would be delighted to talk to you about your specific corporate training needs. Please contact Barbara Robinson, Coordinator ESD, by phone or email for further information:

Phone: +61 7 3346 6705 / +61 7 3346 6770

Fax: +61 7 3346 6727

Email: b.robinson@icte.uq.edu.au

Web: www.icte.uq.edu.au/cpe

On your acceptance of our written quotation, our trainers will develop a customised program to meet your specific needs and desired outcomes, using examples and exercises relevant to your organisation. We will deliver the training at a time and place to suit you.

ICTE-UQ Customised Corporate Training - Your Workplace Partner