

For Trainers, Presenters and Facilitators – Get your message across with impact!

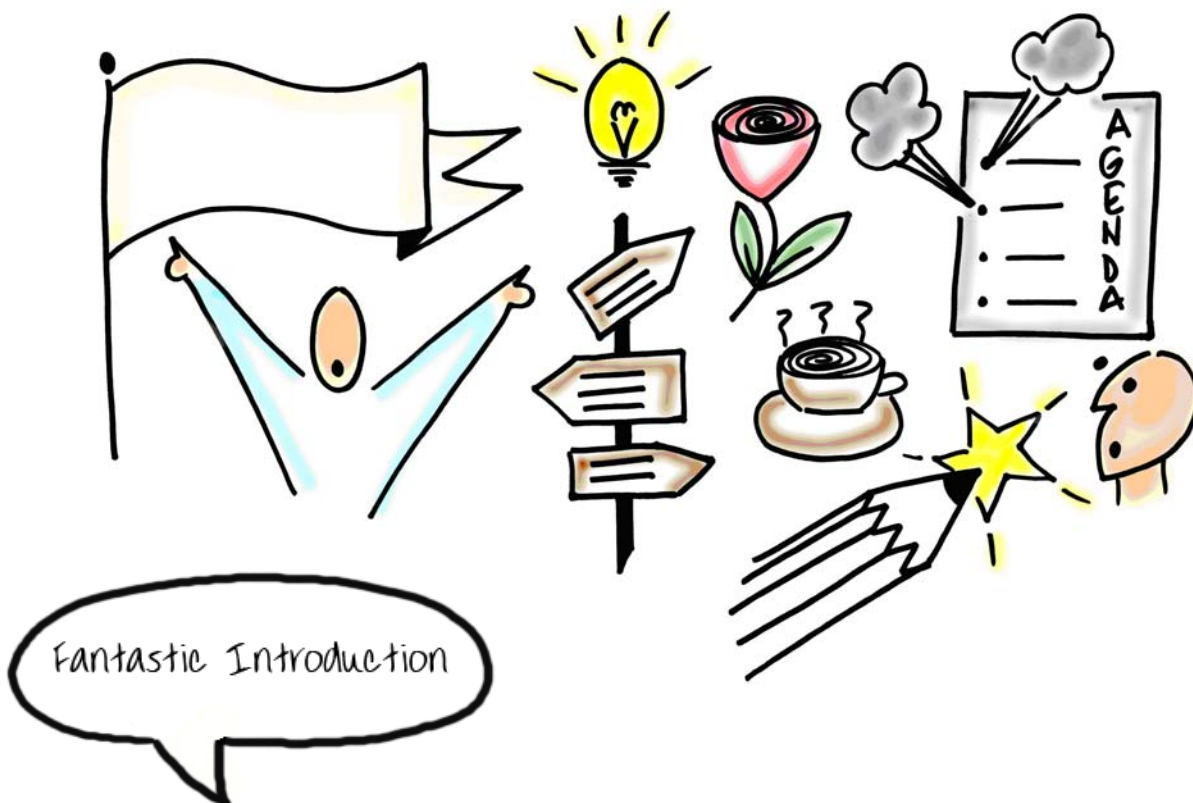


One Day Starter Workshop

Wednesday 15 June 2011, Birmingham, UK

Learn how to combine graphics and words to:

- **capture and present ideas** and information even more effectively
- **increase group memory** and recall
- **add innovation and creativity** to workshops, sessions and meetings
- get people **really involved and interested** in topics



Meet the graphic gurus who will guide you through the day:



Penny Pullan

Penny is a Certified Professional Facilitator (CPF) and holds a range of professional qualifications. With a successful track record in consultancy, training and facilitation in blue chip multi-nationals over 15 years she now runs Making Projects Work Ltd.

However, what really sets Penny apart is her passion and skill in using graphics to make meetings and projects come alive. Her flair for generating ideas, doing things differently and really getting people on-side is pure gold.

She uses graphics to engage groups in large corporate, government and charitable clients. From starting a piece of work through to its completion Penny weaves in pictures, images and visual metaphors. People involved not only understand what's going on – they really see what they mean!

Vanessa Randle

After 20 years pondering how ineffectively organisations often capture, present and communicate information, Vanessa set out to model a way of doing things differently. Using her experience, skills and innovative thinking, she's developed a fantastic, vibrant and visual presentational style.

Vanessa captures and presents information and ideas succinctly using words and pictures. She pitches up at a meeting or business event with her boards, pens, paper and coloured markers and transforms what people say into a creative, large scale visual record; real time, right in front of peoples' eyes.

Vanessa's ability to see the big picture as well as the detail helps to improve peoples' understanding, communicate messages more effectively and bring ideas and information to life. She's passionate about the power of visual working and the value of working in a way that taps into the history of communicating in words and pictures. Vanessa is an accredited NLP Master Practitioner.



Between us, we have clocked up over thirty years experience as trainers, facilitators and presenters.

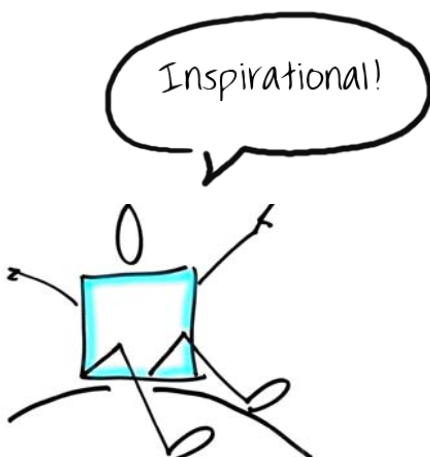
Using graphics we've supported corporate, government and charitable clients in the UK and abroad to get their messages across with impact.

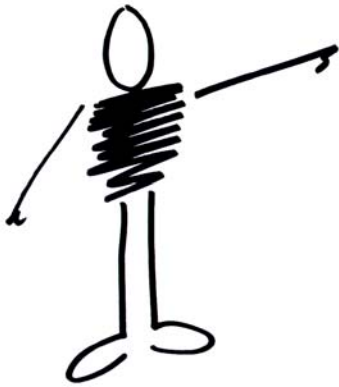
We'll make sure you can do that too.

Looking forward to seeing you in June!

Penny

Vanessa





Eight Workshop Worries You'll Leave Behind:

- 1) *'I'm not an artist, so I can't use drawing in a professional setting.'*

You will learn a set of simple images. You do not need to be an artist – anyone who can write the alphabet can draw these basic building blocks. Trainers, facilitators and presenters only need to use powerful, simple images to show ideas fast.

- 2) *'Our events always produce long lists of words. I would like to have alternative ways of presenting information at my fingertips.'*

You'll cover the 'palette' of ways to present information.

- 3) *'I would like to start off my sessions in a more powerful way.'*

You'll try out graphical templates. These let people see walls covered with graphics as they walk into the meeting room.

- 4) *'I know that my writing isn't as legible on a flip chart as it could be – and it only gets worse as I speed up.'*

We'll look at how you can write quickly and clearly.

- 5) *'We would like to help diverse groups to converge their ideas and thoughts in order to help each other see what they mean.'*

By working to capture ideas as images, you will be able to draw out thoughts from a range of people and help them to understand what's happening.

- 6) *'I get the feeling that people often forget a lot of what we do at events. I would like to find a way to help people recall both what they have achieved and the buzz in the room.'*

By using our methods to recreate the pictures from your event, the images will help people to remember it in much more detail.

- 7) *'I want to be able to share real time what happens in sessions for everyone to see.'*

Simple graphic images drawn in real time alongside words build up a picture of the meeting as it progresses. You'll learn how to combine simple images and practice.

- 8) *'Wouldn't it be great if we could leave a meeting with agreed actions already documented?'*

Using our templates and a camera, this will become reality!



Graphic Gems – what we'll cover together on the day:

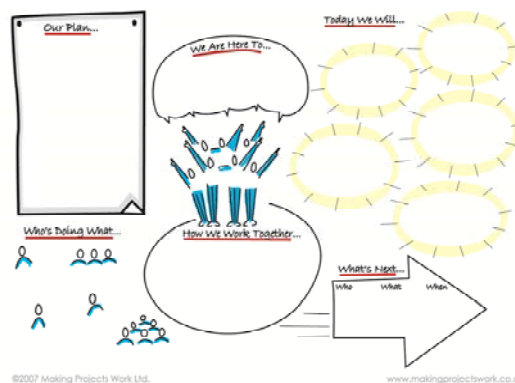
Graphical Kick Off

We'll start the day using our terrific meeting start up template. We'll check out the desired outcomes for our day together, how we'll work together, the agenda for the day and we'll raise questions to 'ask the expert'.

And then we get to work on all of these

Starter Shapes and Building Blocks

- Letters and writing quickly!
- Bullet points and headings
- Lines, curves, banners
- Symbols, images, people
- Basic rules for use of colour
- Simple graphics to represent objects
- Simple graphics to represent ideas and concepts
- Making meaning - combining words and graphics effectively



Putting it all together with:

- Loads of opportunity throughout the day to try things out
- Chances to practice skills and review your learning
- Work on small and large scale graphics, with pens and pastels
- Linking your learning to the work that you do
- Chances to create a host of ways simple graphics will make a positive impact on your meeting, session or event
- Use of a graphic template to take away and use in your own work.

We'll also check out:

- A quick introduction to cartooning and drawing facial expressions
- Introduction to how technology supports the use of visuals
- Focus on how and when you'll use your new skills
- Plus even more opportunities to practice.

You'll finish the day with tons of practical skills and a wealth of ideas and plans for your meetings, courses and presentations.

These are things that you can use straight away for maximum impact!



Don't just take our word for it – Here are the great things that people say about this workshop:

'Go for it! **Well worth the investment**' –
Erica Hurley, MD Parallax
Development and
Facilitator KIN (Knowledge
Innovation Network)
Warwick Business School

'Introduces a really great
**new way of capturing and
presenting information**' –
Dee Henderson-Small,
Consulting Partner

'The **gradual build up of very
practical skills** worked really
well. We were able to apply the
skills easily to create a work-
based example' -
Graham Shaw, Director, Vision
Learning

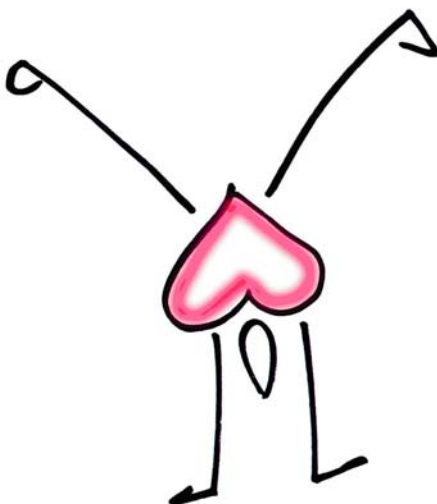


'**It was absolutely fantastic**, I
couldn't fault anything. I can't
wait to get going and use
graphics in our training and
improve our participants'
learning experience' – Rob
Hayes, Training Manager Mango
Training

'This will **develop some core
skills very quickly** that you
can apply straight away' –
Peter Burton, Trainer
Transforming Conflict

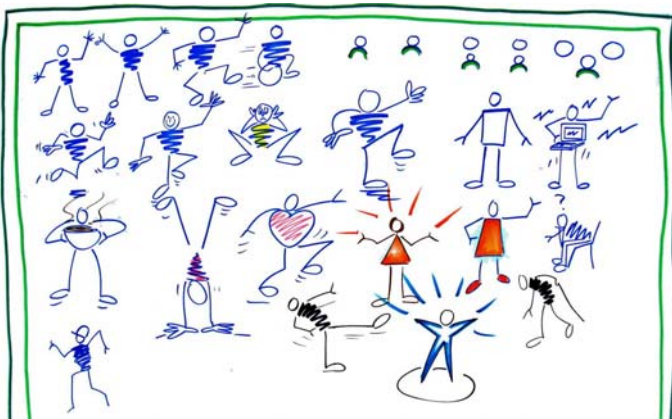
'A fantastic introduction. **Lots of
handy hints and tips**. Very, very
helpful' - Jason Murray, BSKyB

'I loved it. **If you think you can't
draw, come on this course**' – Mari
Martin, Co-ordinator Restorative
Approaches for Schools



The International Association of Facilitators
chose this workshop as their Graphics Master
Class at their European Conference held in
Edinburgh.

What you'll get up to on the day...



What you can expect from the Workshop:

Practice the skills as you learn:

You'll get lots of chance to practice as you learn throughout the day. One of the highlights for previous attendees has been the chance to watch and then have a go straight away! By the end of the workshop you will have drawn so much that you'll be ready to try it out back at work.

A relaxed and friendly environment:

We believe that people learn most when they are enjoying themselves. We positively encourage discussion and sharing of ideas during the day, so that people can learn from each other.

Tailored to your needs:

We keep the group size to no more than twelve per instructor, so you get plenty of individual attention.

Practical tools that you can apply right away:

You can expect to leave with a set of graphics tools that you can apply straight away in your own meetings. These are tried and tested – Vanessa and Penny have spent a fortune over the years trying out pastels, pens and visual journals to make sure you get the best.

Full colour documentation of the event:

We will document the workshop in full colour, including all graphics that we produce, as well as photographs from the session. This acts as a powerful reminder of the concepts presented during the workshop. It is provided as an A3 book and sent by post, to supplement your workshop workbook and serves as your permanent record of the day.

Your investment:

You know that the way that we train visuals will work for you – you've probably signed up and experienced our VVV (Versatile, Visual Vocabulary).

Now, in just one day, you will gain in confidence and practice with an expert.

Your investment will be £425+VAT all inclusive.

This covers the course, the full graphics tool-kit, your workbook, lunch, refreshments and your A3 book after the workshop summarising everything we did together.



Book by 29 April 2011 at www.graphicsmadeeasy.co.uk/letter to receive bonuses worth more than £100:

- ✓ Three months Versatile Visual Vocabulary for free (usual price £19.95)
- ✓ A discount to bring the workshop price down to £395 all inclusive (worth £30)
- ✓ Our first E book: Graphics Made Easy - VVV Volume I (worth £9.95)
- ✓ Our Meeting Start Up Template in A0 and paper poster form (worth £50).



Date and location:

The course will run on **Wednesday 15 June 2011** from 9:00am to 5:00pm. The location is Birmingham Science Park Aston, right in the heart of Birmingham at Faraday Wharf. It is two minutes from the motorways and a short taxi ride from central Birmingham hotels and New Street Station. The airport is no further than half an hour away. There is a range of hotels close by – ask us for more details.

We've chosen the room because there is so much space! It's bathed in natural light as well, and is air-conditioned. It's a great environment for you to develop your graphical skills.

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Booking Form – Reserve your place

📄 Book online by **29 April 2011** at www.graphicsmadeeasy.co.uk/letter to receive bonuses worth over £100!

✉ Send us this form by post to Graphics Made Easy, Ludlow House, 1 Cumberland Road, Loughborough, Leics LE11 5DE

☎ Phone us at +44 (0)1509 821691

Name: _____

Organisation (if appropriate): _____

Address: _____

Town/City: _____

County/State: _____

Postcode: _____

Country: _____

Telephone: _____

E-mail: _____

Method of Payment:

Please enclose purchase order, credit card information or cheque if you are booking offline. This form may be photocopied if you prefer. Please make cheques payable to Making Projects Work Ltd.

Tick one of the following:

Fee enclosed – credit card no: _____

Expiry Date: _____/_____/_____ Three Digit Security Code: _____

Name (exactly as on the card): _____

Billing Address (exactly as used for the card): _____

Fee enclosed – cheque no: _____

Purchase order No _____ attached

Invoice my organisation, for the attention of : _____

Please note that your fees must be paid before the course date.

Booking information:

On receipt of your booking form, we will send you confirmation of booking and invoice or receipt. If you are unable to attend, you may send another participant in your place at no extra charge. Confirmed bookings may not be cancelled after 31 May 2011. Fees are due on booking or you may lose your place. Our full terms are: <http://www.makingprojectswork.co.uk/Terms/tabid/1019/Default.aspx>

Thank You!