

Creating a better image learning event

At a business event our Charity Engagement Manager met with a marketing company called CEOSTRA who offer strategic advice to small and medium sized enterprises, a specialist in the provision of design management and marketing including brand identity.



Community Connections

A meeting subsequently took place at our office in which they were able to understand more about the work we do across the City. **Suitably impressed** the Director agreed to deliver a free half day learning event to some of our member groups on the importance of getting their branding / image right in order to attract future funders and supporters.

Skill share

A date for the free learning event was decided and it was not long before we had 15 charities and voluntary community groups eager to participate.

The workshop covered topics such as:

- How do your stakeholders see you?
- Understanding what an identity (or branding) means to your organisation
- How to develop an outline brief for a branding project
- How to select and work with designers
- How to undertake, evaluate and implement your organisation's image successfully

Included was a hands-on session to evaluate and demonstrate user-friendly versus poorly designed websites.

Attendees were asked to bring with them examples of their own group's literature. In small groups, the effectiveness of each was discussed.

The Director ended off the morning event by saying that she would be more than happy to point groups (who may wish to explore altering their branding) to local designers who are willing to assist for either a greatly **reduced fee** and in some situations perhaps on a pro bono basis!

Success

"We found the event really informative and it made us look closely into our current promotional literature and the need to upgrade to a more professional presentation of our services."

Stroke Club of Mid Essex – who with the assistance of a local designer created a simple and hard hitting postcard promoting their service delivery. They have recently been successful in securing a major grant.