

Meet the Teachers...



Lou Kiwanuka - Operations

Drawing on over 20 year's experience in the world of exhibitions, Lou Kiwanuka is no stranger to rolling up her sleeves and solving the operational needs of her clients.

Coupled with the launch of her new training programme, OpsShaper, it seemed like an obvious choice to bring Lou on board to lead the way on the Ops' webinar schedule.

Get the 12th of October in the diary, and have your Ops' teams "Managing their time" more efficiently than ever before.



Chris Ginnelly - Sales

After having the pleasure of working with Chris back at the 2018 Forums, we couldn't resist the chance to combine forces again and have this guru head up the Sales' programme.

MD of the UK Sandler Training branch, Chris has over 20 Year's experience in Sales training, and will equip your teams with fundamental techniques, based on the Sandler Philosophy.

The first webinar, "Developing a System" takes place on October 19th and is not to be missed.



Marilyn Jarman - Marketing

Marketing events comes as second nature to Marilyn, who has been working in the industry since the year 2000.

Having experience in both B2B and B2C events, combined with her passion to coach the leaders of tomorrow, means that the marketing webinar line-up will be packed with need to know content for your teams.

"Email Marketing" airs on the 5th of October, and will force budding marketers to think outside the box in a data sensitive world.

Sales

Webinar One: “Developing A System”

When: 19th October at 9.30am

Takeaways: Access to the Sandler Online Sell portal – including audio, video and articles to support your learning.

Added Value: A supporting article on “The fundamental principles of effective sales communication” will be coming your way.

Webinar Two: “Up-front contracts and pain”

When: 7th December at 9.30am

Takeaways: Access to the Sandler Online Sell portal – including audio, video and articles to support your learning.

Added Value: Look out for a secondary piece on the “Rules to establish a structure on calls and in meetings, giving you control.”

Webinar Three: “Prospects and Questioning”

When: 1st February at 9.30am

Takeaways: Access to the Sandler Online Sell portal – including audio, video and articles to support your learning.

Added Value: A final article, to talk about “The components of an effective prospecting strategy.”

Marketing

Webinar One: “Email Marketing”

When: 5th October at 9.30am

Takeaways: Downloadable templates and notes to support your learning.

Added Value: Watch out for the supporting blog on the context of GDPR, and diminishing databases.

Webinar Two: “Social Media” Part One

When: 30th November at 9.30am

Takeaways: Downloadable templates and notes to support your learning.

Added Value: A case study on the benefits of social media, being used effectively to turn a disastrous PR situation into a positive one.

Webinar Three: “Social Media” Part Two

When: 8th February at 9.30am

Takeaways: Downloadable templates and notes to support your learning.

Added Value: Keep your eyes peeled on social for the supporting blog on marketing in a digital age.

Operations

Webinar One: “Time Management”

When: 12th October at 9.30am

Takeaways: Downloadable template checklist.

Added Value: A short tutorial video covering task management.

Webinar Two: “Contractor Management”

When: 14th December at 9.30am

Takeaways: Downloadable Tender Template and Scoring Sheet

Added Value: A case study on a full tender process for ‘main contractor’ role including views from both Contractors, Operations Team & Organiser.

Webinar Three: “Planning for a Crisis”

When: 15th February at 9.30am

Takeaways: Downloadable Crisis Management checklist.

Added Value: An article on what your security partners can do to support you.



Chris Ginnelly is the Managing Director of Sandler Training in London. He helps his clients develop world class sales and customer service cultures by combining his own personal experience and insights with the award winning Sandler methodologies. Chris is passionate about our often untapped human capacity for change and improvement. As a speaker and trainer, Chris shines a light on this opportunity and invites people to develop the habits that have the power to change their personal and professional lives.

Prior to joining the global Sandler network, Chris spent 20 years with Xerox and UK technology leader Civica, establishing a track record for helping individuals and organisations drive significant and sustainable shifts in performance. He has led teams and businesses through significant change; from acquisition and disposal, through to sales-led growth strategies and brand creation.

Get With The Programme...

Webinar One: "Developing A System"

When: 19th October at 9.30am

Where:...Ever you find your headphones

What: The key to any salesperson's success is a systematic approach to selling. In session one, Chris will be talking participants through tried and tested techniques to help develop a process, that will result in a definite (and positive) outcome. Teams will walk away with a new perspective on a prospect's behaviour, and what to avoid on approach.

Webinar Two: "Upfront Contracts & Pain"

When: 7th December at 9.30am

Where:... Is there a Wi-Fi connection?

What: Remaining in control of the sales' process is fundamental in ensuring successful results. People buy emotionally and make decisions intellectually. This second webinar will teach you how to establish an agenda for each conversation, going beyond the buyer's needs to uncover their emotions.

Webinar Three: "Prospects & Questioning"

When: 1st February at 9.30am

Where: Enroute to a meeting, in an Uber...

What: Three dreaded words, "Make the call" and for many new salespeople, this is the hardest part of their job! Luckily, listeners will learn how best to engage the gatekeeper and create a 30 second commercial to showcase their pitch. You will also use these strategies to overcome stalls and objections, making picking up the phone a walk in the park.



With over 18 years' experience working on B2B and B2C events, Marilyn started her career in marketing ,by joining the electronics division of United Business Media in 2000.

In 2005, she was appointed Marketing Manager of the BBC Good Food Shows at Haymarket Exhibitions and in 2009, was promoted to Head of Marketing, managing the BBC portfolio as well as a series of consumer and trade shows, including Clothes Show Live and Autosport International.

In 2013, Marilyn joined River Street Events as Marketing Director. She was instrumental in structuring the company's marketing department and leading the team to deliver many successful campaigns.

In March 2015, Marilyn started her marketing consultancy, Espresso Marketing, offering event management, marketing strategy and training. Some of her key clients and projects include Brand Events and FitzAllMedia where she is retained on several events.

She has a real passion for events marketing as well as coaching marketers on understanding the complexity of engaging audiences.

Get With The Programme...

Webinar One: "Email Marketing"

When: 5th October at 9.30am

Where: The comfort of your desk

What: In an all new data sensitive world, this webinar will cover off new and thought provoking ways to maximise your email campaign.

You will look at email design, understanding your audience and timing and frequency to name a few, and Marilyn will be available for a Q&A at the end.

Webinar Two: "Social Media" Part One

When: 30th November at 9.30am

Where:...Ever you can dial-in

What: Facebook, LinkedIn, Instagram – let's face it, the way in which people engage has evolved drastically in the last decade, and given birth to a whole new chapter in the realms of marketing. This webinar will give structure and clarity on how to build a strong social media campaign in this digital age.

Webinar Three: "Social Media" Part Two

When: 8th February at 9.30am

Where: A cosy corner somewhere...

What: You spoke and we listened! Due to the new pressures put on marketers to understand the complex and ever evolving digital world – we felt that one session wasn't enough to cover all you needed to know when talking social media. Part two will provide a deeper dive into reaching your audience in new and inventive ways, meeting the expectations of a digital market.



As owner and founder of award winning EventShaper, Lou Kiwanuka has run some of the largest and technically challenging events in the industry.

Her ethos is to be friendly and approachable when dealing with her clients, but remain versatile and focussed when seeking a solution to their problems.

Shaper HQ is a home from home, with a hard working team, taking advantage of the Country Estate surrounding and three office dogs to make the most of the walks!

With over 20 years in the industry as an Operations professional, Show Owner, Venue Manager and Contractor, Lou has taken the opportunity to add another string to her bow, and set up a satellite business in “OpsShaper”. The aim of this training company is to pass on experience, know how and operations’ best practice within the events’ world.

As an active ESSA member for 5 plus years, Lou has been at the heart of the CDM discussion and other topics raised at the Health & Safety, and Operations Working Groups.

She strives to achieve practical solutions to the challenges that organisers face.

Get With The Programme...

Webinar One: “Time Management.”

When: 12th October at 9.30am

Where: Grab a spot in the staff room...

What: Operations are the backbone of any events’ business, and a key trait in an Ops employee is organisation.

In this first webinar, Lou will be talking you through tools, planning and work life balance to have you managing your day like a boss!

You will gain top tips on decision making, and learn that it’s ok to take a break.

Webinar Two: “Contractor Management”

When: 14th December at 9.30am

Where: Anywhere you can buy a coffee.

What: Tailoring the way you communicate across different levels within a business is common in the day to day of operations. You have to manage the expectations of senior peers, liaise with venue teams and negotiate with contractors to name a few. Session two will teach you the best way to approach this and how to schedule effectively.

Webinar Three: “Planning for a crisis”

When: 15th February at 9.30am

Where:...Ever your laptop happens to be...

What: The show is built, the doors have opened and you are about to breathe a sigh of relief, then disaster hits, and everyone turns to you for a solution.

From fires, to mass evacuation, to a minor accident - dealing with the unforeseen can be daunting! Thankfully, in webinar three, you will learn how to best prepare for this eventuality and plan for crisis.