

# TRAIN THE TRAINER MARKETING & MANAGEMENT



**Chambres de Métiers  
et de l'Artisanat**

Lyon • Rhône

## Objectives

- Teach delegates in the most effective way
- Using Gecko's Personal Development Marketing course for artisans

## Content

**To teach the methods of identifying personal development needs, creating measurable development objectives and completion of an Individual Development plan, together with how to successfully market a creative business.**

### Session 1 :

- Explain what is meant by a trainer and a facilitator, and what the differences are
- List the characteristics of a trainer
- Explain how to create an IDP and the importance of using to develop oneself and one's students.
- Explain how to help adults learn and use questioning techniques in the classroom
- List different learning styles and the best way to facilitate learning with them
- Describe the teaching cycle and list the different components of it

### Session 2 :

- Explain how to increase participation in a training session, manage disruptive behavior and how we can evaluate training session
- List the different forms of assessment and describe which ones they will be using in the workshops
- Describe how to self-reflect after a training session

### Session 3 :

- Plan how to deliver a 2 day Marketing/Personal Development course to artisans
- Describe the initial methods of identifying development needs and beginning to create measurable achievable development objectives
- Explain the content of an IDP
- Explain the 7Ps of marketing, the unique selling point (USP), and the importance of digital marketing
- Assess the customer experience
- Plan and evaluate success of marketing activity
- Explain how to use a variety of paperwork used in the planning and delivery of courses

### Session 4 :

- Explain why listening skills are important for the trainer and how to overcome barriers to listening
- Plan a 15 minute session plan, and in some cases deliver it
- Evaluate own performance and those of peers

## Bonus

- Training in english
- Accommodation and food included
- External visits

### → WHO ?

Professional with intermediate level

### → WHERE ?

In Wolverhampton (UK)

### → WHEN ?

5 to 9 September 2016

### → CONTACT POINT

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