

COURSES CURRENTLY BEING DEVELOPED

Courses currently being developed – ring or email dawn@tastesofanglia.com to make a provisional booking. (Funded cost will be around £65 per person for group training, one to one training TBC)

What is Blogging All About – How to get Started

Blogging is fantastic tool to build your professional reputation, a community of customers, sales and wider connections. But it needs to be done well to be noticed, respected, enjoyed and influential – and without taking up too much of your time and effort. With this course you will:

- Create your own blogging account
- Get tips on getting inspiration to write and edit interesting blogs
- Customise your blog
- Give your blog a 'business bite'

You Tube – Marketing your business using film

If a picture tells a thousand words then moving pictures or film speak volumes but in a very short time. Film, that you make yourself, can show, share, inspire and inform and be a powerful business and product marketing tool. With this course you will:

- Plan, shoot and edit a short film
- Learn how to upload it to YouTube and embed the film in your website
- Develop strategies to make film work for your business

Contact Information

To express an interest in these courses and request more information when it is available please contact:

Dawn Gill
Tastes of Anglia
The Barn, Burnt House Farm,
Witnesham, Ipswich, IP6 9JE

Or contact:
dawn@tastesofanglia.com Tel: 01473 785883

LandSkills East is supported under the Rural Development Programme for England by EEDA, Defra and the EU, co-ordinated by Lantra and managed by the Rural Enterprise Hub at Easton College in partnership with Norfolk County Council.

Food Photography for Marketing

One to one training in photo production skills to include mastering of Photoshop Software to enhance photos for use in print and promotions as well as online. In this course you will:

- Learn picture editor skills of selection
- Practice a range of enhancements including cropping, colour balancing, colour adjusting, fixing blemishes and retouching images
- Create your own useful portfolio of photos (portrait, product, scene and process)

Making the Most of the Media

Concentrating on positive coverage of your business in newspapers, magazines, radio or television can bring a huge boost to your profile and sales. This course gives you the skills, confidence and techniques to make the most of the opportunity and will help you to be competently reactive and imaginatively proactive with the media. With this practical course you will get tuition and techniques in:

- Confidence building for public speaking
- Master the art of writing press releases and ready to use copy
- Develop a plan to make the most of the media in the coming months

Judy Randon, Cassava Ltd judy@cassavalt.com
Tel: 01508 499279 Mobile: 07909 542737

NB: One to One training opportunities are available. Please call the office to discuss.



Tastes
of
Anglia

LandSkills East
promoting new growth

Tastes of Anglia Training Programme

October 2011 – March 2012

A word about funding...

We have been very lucky over the past two years to take advantage of funded training which has been available via the LandSkills East programme of which Tastes of Anglia is a partner, through the RDPE (Rural Development Plan for England). However, this funding comes to an end in March so take advantage of the courses we have put together while we can offer them at fantastic rates.

The focus for training is to ensure you remain competitive in what is an exciting, but challenging time to be in business. At all times, we try to bring you a range of excellent speakers and trainers and have tailored each course to be relevant to your businesses.



Here is a selection of what we have planned over the next few months...

Managing Food Safety for Farm Shops and Farm Visitor Attractions

Duration: 1 day

Dates: 11th January 2012

Venue: NFU Offices, Newmarket

Cost: £98 + VAT

Aimed at managers and owners of farm shops, farm visitor attractions and small food businesses this course will be explicit in terms of responsibilities, accountabilities and legal requirements. It will offer realistic, cost effective and workable solutions for diverse food businesses.

To book email: dawn@tastesofanglia.com

Web Content - 'Making the most of your Website'

Duration: 1 day

Date: 17th January 2012

Venue: TBC

Cost: £56 + VAT

Most businesses put work into having a website but how many websites are really working for the business?

For people interested in making changes to their website and managing and monitoring it for better effect these courses will introduce exciting yet simple ways to bring your website to life and make it work well for you (i.e. bring you more customers) and those who visit your site.

NB: Options for 1:1 website training also available. Cost on application.

Making Social Media Work for your Business – the basic toolkit

Duration: 1 Day

Date: 18th January 2012

Venue: TBC

Cost: £68 + VAT

It's the communication phenomenon of the times and if you want to join in and harness the power of social media for your business then with this course you will:

- Create a twitter account, tweet and re-tweet
- Create your Facebook page, post entries and respond to comments
- Learn best practice to develop your strategy to engage with existing and new customers

How to be More Sustainable in Food Production

Duration: 1 Day

Date: 28th February 2012

Venue: South Green Park Enterprise Centre, Mattishall, Dereham, Norfolk, NR20 3JY

Cost: £54 + VAT

A great course to give you and your employees an understanding of how to become more sustainable so it becomes a habit. This introductory course will highlight practical solutions and get everyone thinking more sustainably. It will look across the business operation as a whole and identify ways of increasing profit.

New Product Development for Food Products

Duration: 2 days

Dates: 29th February and 6th March 2012

Venue: Otley College, Suffolk

Cost: £87 + VAT

A rare occasion to attend an exciting and innovative two day course in the region which has been developed specifically to assist small food businesses who would like to develop new products or review/extend the life of their current range by looking at ideas to add value etc. The course would also suit new businesses.

To book email: dawn@tastesofanglia.com

Areas covered will be:

- Initial Research
- Recipe Development
- Shelf Life Testing
- Nutritional Analysis and Labelling
- Legislation
- Plant Design
- Packaging
- Costings
- Launch

In addition, we have a few places for New Product Development training at your own site/business. For further information contact:

Tastes of Anglia or email: dawn@tastesofanglia.com

BACK BY POPULAR DEMAND...

Effective Merchandising and Margins

Duration: 1 day

Date: 7th March, 2012

Venue: South Green Park Enterprise Centre, Mattishall, Dereham, Norfolk, NR20 3JY

Cost: £68 + VAT

This course is being run by food retailing expert Georgina Mason, owner of the award winning Gonalston Farm Shop. Georgina will be assisted by Charles Turnbull from Turnbolls. These two leading industry experts will be giving you and your staff some expert tuition and it will be a day full of useful tips and advice.

It will provide participants with new skills and confidence to retail successfully creating displays. Participants will learn how to do effective visual merchandising and understand how to maximise sales and basket spend. We will also cover working with suppliers and how to plan promotions. Another aspect of the day will be on how to calculate margins and work out which products return the best margin and how to improve and monitor different areas through effective merchandising and pricing.

Not to be missed this is an invaluable course for all food retailers.

Creating Sustainable Policies and Procedures for Food Operations

Duration: 1 day (Higher Level Course)

Date: 13th March 2012

Venue: NFU Offices, Newmarket

£65 plus VAT

This course will give you the understanding and ability to implement the operating procedures and methods required to create a Sustainability Policy for your business highlighting to your customers your responsibility towards sustainable practices and how you are achieving this.

Marketing

Over the past year we have run some very successful courses with Green Shoots Productions - a multimedia production and training company, led by Susie Emmett and Patrick Harvey. Expert in a whole range of communications products - websites, audio, film and photography - which they work on for a range of clients, the Green Shoots team take great pleasure in helping others to master the skills necessary to make use of new media to build their businesses and get their messages across. The courses they run are intense, practical and extremely enjoyable building both competence and confidence. Here we have developed courses with Green Shoots to help you cultivate an excellent marketing plan for your business.

Developing a Marketing Communications Strategy

Duration: 1 day on your own site

Dates: TBA

Cost: £110 + VAT per person (min 3 people)

The aim of the course is to build a strategy of communicating to your customers following a review of your current system. Looking at latest tools, techniques and options available this course will help you to embrace the technology available to you to produce an effective low cost marketing plan and move your business forward successfully.