

Consultancy Surgeries

Surgeries are half day sessions during which we will explore an area of work specific to your organisation's needs. The purpose is to increase your knowledge in a particular area, assist with planning and signpost you to further resources.

Once you have selected a theme from the list below, you will be asked to complete a pre-surgery questionnaire to ensure the content is targeted and relevant. Following the meeting you will be provided with a summary report making recommendations for future action.

Choose from:

Access

Physical access; websites; communications; organisational philosophy; artistic need –vs- access needs; prioritising development; monitoring & evaluation

Audience Development Planning

Review of existing knowledge; identifying gaps; signposting to resources & services; plan of action; monitoring & evaluation

Digital Marketing

Why, when & how; objectives; strategies; reporting & analytics; traffic building; tools & technologies; content; design; usability; accessibility; legal implications; privacy; Web 2.0; social media

Email Marketing

Content; databases; design; tools & platforms; campaign planning; privacy; anti-spam techniques; reporting & analytics; benchmarking

Family Friendly

Audits; access; marketing; programming; signposting to resources & services; monitoring & evaluation

Organisational Development

Facilitation of discussion/debate; identify ambitions & priorities; address barriers & issues; promote ownership

Press & PR

Communications with the media; media channels; press releases; what makes a story; databases; resources; appropriate spokespeople

Print & Print Distribution Advice

Print design and branding; accessibility; tracking techniques; suitability for the audience; choice of media; distribution channels

Research Support

Review of existing knowledge & past research; benchmarking; mapping research needs; identifying gaps; signposting to resources & services; monitoring & evaluation

Working with/reaching Community Groups

How to find them; engagement; communications; cultural issues & sensitivities; monitoring & evaluation

Working with Volunteers/Ambassadors

Recruitment; benefits; potential problems; management; legalities & regulations; monitoring & evaluation

Consultancy Surgeries

Costs and how to book overleaf...

How to book

- Surgeries are among the benefits included in the **Green** subscription package.
- Other subscribers can add this to their own package at a discounted rate
- Surgeries can be made available to non-subscribers at the standard rate depending on capacity

To book a Consultancy Surgery or for further information contact the **Client Services Team on 0161 234 2969** or karen.roberts@allaboutaudiences.com