

# Valuable Content Workshops

An overview of Valuable Content's inhouse training courses and programmes

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# Valuable Content's Workshops and Programmes

Our signature workshops provide a thought-provoking as well as engaging environment for your team to learn and practice the core principles of planning and creating content that engages. Our aim is to teach new digital skills, change mindsets and build confidence to take back to the workplace.

The Valuable Content programme's rich teachings are from drawn from 20 years of research and successful on-the-ground strategic content projects and training programmes, delivered for organisations large and small (including the Met Office, Google, University of Bristol, the UK Government's Tech City initiative and the IDM).

Participants leave with in-depth knowledge and actionable tools that can immediately be applied across digital content planning, writing, and sharing activities. These sessions mix solid principles with a range of interactive exercises tailored to attendees' personal business issues and needs.



We have 3 signature content-focused skills workshops to help your teams build the understanding and confidence they need to create valuable content that helps your business reach its goals.

## Workshop: How to make content marketing work for you

You'll know that having a professional digital presence is increasingly important if you want to attract and engage the right clients and staff, but getting your website and content right can feel overwhelming. There's a sea of information out there, but what you actually DO as a team to make your content work as an effective marketing and engagement approach for the organisation?

This one day practical workshop is a solid introduction to a content-focused marketing approach.

## Workshop: How to create and write valuable content

You know that creating and sharing the right content is crucial if you want to attract and engage the right audience, and share your organisation's story with confidence, but knowing HOW to create and share that content can be a big stumbling block.

This one day digital content creation masterclass will get you on track to write content that will engage the right people and help your organisation thrive.

## Mastery Programme: Shaping a transformative content strategy

Creating and sharing the right content will help you connect with, engage and educate your audience. As a strategic marketing approach this content-focused drive will help you to build awareness, to differentiate and forge greater connection.

The aim of this 12 week programme is to teach you a customer-focused process to create an effective content marketing strategy, and work with the team to shape an effective strategy to drive real change.



# 1. Workshop: How to make content marketing work for your organisation

You'll know that having a professional digital presence is increasingly important if you want to attract and engage the right clients and staff, but getting your content right can feel overwhelming. There's a sea of information out there, but what you actually DO as a business to make your content work for you? Website, blogging, social media, SEO, email marketing, online PR - how do you make all the content elements of digital marketing work together for better results?

This content marketing masterclass will get you on track. It'll give you a better strategic understanding of the content opportunity so you can produce better, more effective content.

Whether you are using your own website, LinkedIn, Twitter, Facebook, YouTube, or any of the many other digital platforms, this workshop will show you how to look at your content activities holistically. You'll gain the insights and learn the processes you need to professionalise your digital presence so you build awareness, attract more of the right clients and collaborators and ultimately save your team valuable time too.

## What you'll get from attending this workshop:

You'll learn how all the elements of content marketing work together, with inspiring examples of other organisations using their content to drive success. Workshop leaders Sonja Jefferson and Sharon Tanton will help you assess how professional your content is now, and clarify the steps you need to take to create strategy that works. You'll learn a three step implementation process, and leave with a workbook and action plan for your content marketing to guide your efforts going forward.

## Who this masterclass workshop is for:

This workshop is for you if you have a responsibility for recruitment, engagement or marketing and want to work out how to make your content work harder for improved results.

## What you'll learn:

- **The new rules of marketing and the vital role of content.** How 'buyer' behaviour has changed and what your stakeholders want from your digital presence. Learn the guiding principles behind effective content marketing, and the strategic benefits an effective presence will bring.
- **What does good content marketing look like?** Looking at stories and examples from business, law and other sectors we'll show you the elements it takes for success.

- **How all the elements of the content marketing universe work together.** Website, blogging, social media, UX, SEO, email marketing, advertising, online PR - using a simple framework, you'll learn how all the elements work together in a joined up marketing universe.
- **How professional your content is now.** Using our assessment tool, find out what's working for your area now and where the gaps are.
- **What steps to take to professionalise your content marketing.** Practical steps to transform your content, from strategy through to implementation.
- **How to target the right audiences.** Understanding your key audience groups and creating valuable persona profiles - a key part of your content strategy.
- **What to say on your website.** What content you need on your website to make it work as an effective marketing, sales and service platform for your centre.
- **Action plan from here.** With your colleagues you'll create an individual action plan for your team.



## 2. Workshop: Valuable Content Creation

### How to plan, structure, and write content that connects

You know that creating and sharing the right content online is crucial if you want to attract and engage the right clients/staff, but knowing HOW to create, write and share that content can be a big stumbling block. This digital content creation masterclass will get you on track.

Learn how to plan, structure, write and distribute exactly the kind of content that your audience is searching for - valuable content that will help your organisation thrive.

### What you'll get from attending this workshop:

The cornerstone of great digital marketing is good writing. Blogs, articles, email newsletters and helpful guides need the right words to make them fly.

Knowing what to write is key, but knowing HOW to write it is equally important. Writing for the web requires a different approach from academic and other business writing. Being able to make a strong connection with a reader a very valuable skill – you can help, persuade, and delight your customers with the right words – however many people lack the confidence and the insights to do it well.

At this workshop you'll learn how to plan, structure and write content that connects.

Workshop leaders Sonja Jefferson and Sharon Tanton will help you understand the role expert written content plays in digital marketing, and show you how to create the right content for your audience. You'll learn how to write for your reader, and how to make the most out of every piece of content you create. You'll leave with tips and templates to guide your writing efforts going forward.

### Who this masterclass workshop is for:

This workshop is for you if you are currently responsible for creating website content, or you have expertise which could be shared online to benefit your organisation. It will help if you want to write digital content that your audience will find valuable, motivating them to take action. It will be useful to you if you want the confidence and skills to update or rewrite your website content, if you want to write blog articles, awards entries, social media updates and email newsletters or guides.

### What you'll learn:

If you want to improve your content writing skills so that you get better results from your marketing then this masterclass will get you on track.



Good writing is a matter of process and practice (it's not about 'innate creative talent'). Anyone can learn to write or learn to write better. We'll teach you the structure and steps you need to write valuable content and get the right people to read and act on it too.

You'll leave with tips and templates to guide your writing plus actionable ideas on what content to write to engage your audience.

You'll have a workbook and writing guide to take away at the end and come away motivated and confident in your ability to write.

Valuable Workshops are fun and interactive, with plenty of examples and powerful exercises to get people inspired and equipped to make a difference when they get back to their desks. Delegates leave fizzing with practical ideas to improve their content and deliver real value to their audience.

**You will learn at the workshop:**

- Starting with why – the real purpose of writing and sharing written content
- How to come up with great and shareable ideas
- Write for one, help many – who to keep in mind
- The elements of a good, audience-focused article – structure, language, tone
- The elements of a programme description for your website
- How to plan your content before you start writing
- Writing for the web - how to structure and format your content so it gets read online
- How to use client questions to fuel your content
- How to write attention-grabbing headlines
- Is this content valuable? A quick checklist to keep your writing on track
- How to find the time – creating sustainable writing habits
- What to do next – how to get the right people to read and act

## 3. Content mastery programme

### Shaping a transformative content marketing strategy

#### The aim of this guided group programme:

Creating and sharing the right content will help you connect with, engage and educate those you serve. The aim of this hands on learning and action programme is to help you and your team devise and implement a transformative, customer-focused process for setting an effective content marketing strategy that will engage your audience, and help you reach your organisational goals.

#### Who this 12 week programme is for:

Selected senior business and communications leaders who are responsible for setting strategy and direction when it comes to marketing and digital, and are up for the challenge of change.

#### What you'll get from attending this programme:

Content is the perfect catalyst for positive transformation. If you approach what to say in your content from the customer/audience perspective then things change in the way your organisation communicates across the board.

This 12 week group programme gives your teams the time and space to stop and reflect, and a clear structure that helps focus your thinking and motivate positive action. Not just thinking but decision making and action.

Learn and take strategic action on your content. Working with a group of your leaders and marketers, we'll guide you to content success through a series of face-to-face workshops, practical exercises and mentoring, over three months.

This is hands on, high impact advice and support to finesse your content and marketing strategy, build confidence and set you up for transformative success.

If not knowing what to say to your audiences has been holding you back as an organisation, if you know digital can make more of an impact, then this Content Mastery programme is a great catalyst to make real change happen.

By the end of this 12 week programme you'll have documented and made decisions on what to focus on and how to get the very best from content, your website, from social media and email marketing. You'll be motivated use your new content direction and customer-focused mindset to drive real change and confident you're getting it right – a fast track path to improved results from digital and marketing.

*“Learn in a group – outside perspective, accountability, encouragement. Share the challenge.”*

## How it works

12 week programme for a small, selected group, with 2 x workshops each month + guided assignments + support in between. Includes workbook, content strategy templates, customer research guides and resources + online collaboration tool.

### What you'll cover:

- Why content marketing matters to your organisation
- How other organisations are transforming through an audience-focused content marketing approach
- Content as part of a joined up marketing approach - understanding all the elements of a successful content-focused approach and how this works with other forms of marketing
- How to set measurable goals so you can measure the impact
- How to conduct and analyse audience research so you know exactly who you're writing for and what content they'll value
- Your business story and message, and how to tell it through your content
- How to improve your website content structure so it gets better results
- Uncover your content sweet spot so you are clear what valuable content is for you
- Document your content strategy and create a content channel plan and calendar
- Decide how to structure the right content team for your area of business
- How to measure success and improve performance over time
- Action plan for your content, your website, for social media and email marketing

By the end you will be able to:

- Explain why content marketing is an important strategic approach to the wider team
- Share your findings from audience-research and show how this impacts your communications
- Share your documented content marketing strategy and explain your differentiating content sweet spot as an organisation, based on evidence from audience research
- Kick off prioritised website transformation projects

- Create an effective content calendar to plan your activity
- Know how to write valuable content
- Understand if you're getting it right

## Outline costs

### Training design and delivery - indicative costs:

Indicative costs only at this stage. We'll finalise training routes, plan and costs for you once we have the full picture of your requirements. Here are outline costs:

#### **Estimated costs to design and deliver a one day workshop: £4500**

**Design and deliver bespoke skill-specific one day workshop for between 15 and 30 people, including workbook design and print.** All fees subject to VAT and expenses. Training room hire and refreshments not included in the above costs.

#### **Ongoing coaching and follow up mentoring programme for staff: £900 per day**

**Delivery of ongoing mentoring for your team by Sonja or Sharon, either onsite or remotely.**

To make sure that the inspiration stays fresh for your teams following our workshops we offer coaching and follow up mentoring service, either face-to-face, via web link (or often a combination of the two). This helps your teams to turn insights into on-the-job practices.

#### **Cost for 12 week Content Mastery programme: POA, depending on group size and workshop frequency.**

For design and delivery of 12 week guided programme for small group of leaders and marketers.

#### **Small group coaching: £900 per day**

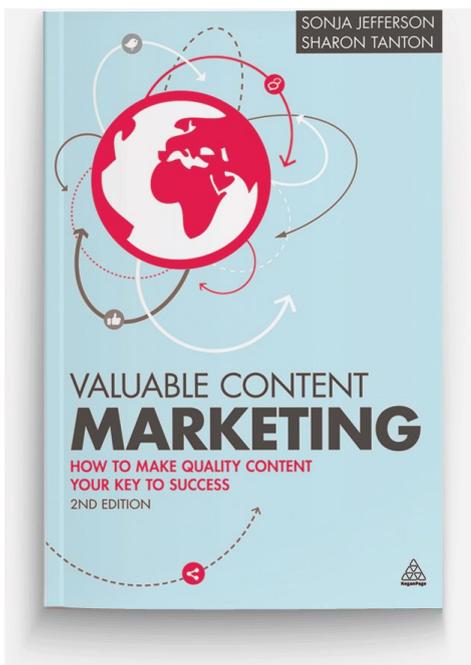
In addition to our signature programmes we also offer small group digital marketing and writing coaching.

# The Valuable Content approach

Valuable Content is a strategic content consultancy and training company based in Bristol. We're on a mission to help good organisations flourish with content that people love – information that your audience values and that people in the organisation feel proud to share.

## The Valuable Content Marketing Book

We have a working methodology for putting great content at the heart of digital marketing that we have shared in our award winning book. Sonja Jefferson and Sharon Tanton are authors of the *Valuable Content Marketing* book, now in its second edition (Published by Kogan Page 2013, 2015).



*“The first common sense, practical book that helps people apply digital to their businesses in an honest and straightforward manner”* (Robert Craven, author and founder of the Director’s Centre)

*“Valuable Content Marketing goes beyond words and lofty vision. It tells you what to do. In a landscape growing increasingly crowded by noise, this gets you to a higher ground.”* (Chris Brogan, author and CEO of Owner Media Group)

*“If you’re starting out blogging or an old hand, there’s lots of valuable content here. If you are in sales, marketing or product development, you will get loads of value too. If you are serious about doing business in the 21st century, this book will show you a smarter and easier way to go about it. Interruption-based advertising is dead, this book outlines a new modus operandi. A new bible for content generators.”* (Tom Evans)

## Training and project experience

The new rules of digital marketing and communications have worked for our own business (it’s taken our small Bristol company all over the world) and we’ve made it our mission to teach other good organisations to make it work for them too.

Over the last 18 years we’ve worked with a rich mix of organisations and businesses determined to make a difference and stand out in their sectors - for public, private and third sector organisations. Past

training and coaching experiences include design and delivery of face-to-face workshops, group learning programmes and e-learning.

We have designed and run training workshops for clients around the world including Google (How to create content that truly connects) and the Met Office (How to create and implement a hard working content strategy), strategic content consultancy for organisations including the University of Bristol (the University's pilot content strategy for the international office), Sustrans and Bristol's multi-award winning fintech startup Wealth Horizon, and developed online learning programme for Tech City's Digital Business Academy (alongside UCL and Cambridge University) - *how to use social media to build your business*.

We run Bristol's popular small business content mastery programme aka Pub School in Bristol, a three month programme to help business owners and marketers get their content and digital marketing right.

We love working with organisations that do great work but need help to stand out in a crowded marketplace; enthusiastic teams who are ready to roll up their sleeves and work in partnership for the long term to create the best and most compelling content to help their customers and drive their business forward.

Company structure: Valuable Content consists of the two directors plus carefully selected expert freelancers and collaborators to meet project needs.

We have expertise in: *digital marketing, content strategy, content design, content marketing, website strategy, user research, marketing campaigns, copywriting, editing, content writing training, brand message and purpose, social media, business development*.

## Training philosophy and approach

You want training that works - interventions that drive new action for the long term, builds confidence, that your staff appreciate, and importantly that gets results. How do you design and deliver valuable programmes to support these goals?

We favour a learner-centred training approach - training programmes that are designed to directly meet the needs of learners, yet still support the organisation's primary business goals. Adopting this approach places the emphasis on the design of learning programmes to meet specific, measurable outcomes rather than training to tick a box.

Here's what we believe:



1. **Start with people's needs.** Build training and learning programmes that meet real requirements, so people are motivated to engage, learn, take action. This means finding out what those we are training need to do, what works now, why and where they are struggling, thinking about their experience, and linking everything back to the business goals. Don't make assumptions. If we don't understand user needs we won't design the right training. Empathy and curiosity are key here. We conduct research with learners as part of course design.
2. **Take people with you on the journey.** This is change management as much as it is training. Training that's 'done with' not 'done to' is effective. Communication and engagement with those we are training is vital.
3. **Use evidence to make decisions.** Learn from real-world behaviour and use insight and data to inform learning design. Listen to people, learn from what they do and what they say. Track the effectiveness of all we do through with meaningful measures aligned to your strategic goals.
4. **Start small and build.** Put training in people's hands quickly to test thinking and make adjustments based on evidence/feedback/data. Break the challenge down into smaller parts so it's easier to deliver. Prioritise what needs to be delivered. Experiment. Release quickly, learn fast and make improvements.
5. **Make training easy to understand, intuitive and fun.** If the process is inspiring and enjoyable people learn and remember. Death by Powerpoint is a waste of everyone's time.
6. **Provide support along the way.** Changing the way an organisation uses digital to communicate is a journey, not the result of one short training session. Change doesn't happen overnight (it's '*a long, slow cultural revolution*' says the National Trust). Help people embed the learning with an ongoing programme of support, insight and encouragement along the journey.
7. **Share and connect learners.** People learn from others going through the same process as much as they do from trainers. Motivate and encourage them to share the learning, the journey they've been on. Open up the learning to all.

# The Valuable Content Team

## Sonja Jefferson

**Founder of Valuable Content - training lead on content strategy, content marketing**

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Sonja founded Valuable Content in 1999, and works as a consultant, trainer and speaker in the field of digital marketing, content strategy, content marketing and social media. She helps leaders and teams unlock what it is they want to say, conducting research to understand audience needs and showing them how to create valuable content to get the word out. Alongside her consultancy work, she's designed and run training and workshops for Google, the Institute of Direct and Digital Marketing, HOW Interactive Design, Sustrans and University of the West of England.

Sonja is co-author (with business partner Sharon Tanton) of the award-winning book *Valuable Content Marketing - how to make quality content your key to success* (Kogan Page 2013, 2015) now in second edition. She set up and runs the Bristol Content Group and hosts the Valuable Content Awards, recognising content marketing excellence in businesses around the world.

Sonja has a degree in Sociology from the University of Bristol. Her work helps organisations strengthen and grow, for more inbound leads and an easier, joined up sales process. She gets organisations marketing consistently and effectively in a way they enjoy. Alongside a growing stack of truly valuable content, she leaves people with clarity, confidence and renewed pride in what they do.

## Sharon Tanton

**Creative Director Valuable Content - training lead on content creation and content writing**

[www.valuablecontent.co.uk/sharontanton](http://www.valuablecontent.co.uk/sharontanton)



Sharon Tanton is Creative Director and chief wordsmith at Valuable Content. Co-author of the Valuable Content Marketing book, she works as content director and lead writer. As an ex-English teacher, Sharon is a skilled trainer, committed to showing owners and marketers how to create exciting, outstanding content and copy.

There's nothing Sharon likes better than showing people how to untangle a complex proposition and coming up with a narrative that resonates. With a special skill for turning drab information into engaging stories, she helps clients create

compelling content to spread their ideas, engage readers and change hearts and minds. On a mission to stamp out factory-farmed marketing, Sharon wants to show companies how to be human and lovable.

## Rebecca Wallace

### Learning and development adviser

<http://www.stickyteaching.co.uk/about/>

Rebecca Wallace has over 25 years' experience in designing & delivering learning content and a clear understanding of how people learn best. She makes sure that Valuable Content's programmes don't just impart information but really enable those who take our courses to learn new skills.

## What our clients say:

### University of Bristol

#### Developing the University's first content strategy

A collaboration between Public Relations (within which Digital resided) and International Office.

*"We hired Sonja Jefferson of Valuable Content as a consultant to lead the design and development of the University's first content strategy. We wanted to understand how we could use content to better support the student journey around applicant engagement and conversion, and so meet our strategic international student recruitment goals.*

*Sonja brought deep content strategy and content marketing expertise and an outside-in view, which meant she could ask awkward but very salient questions, which, in a university context, is what is needed to make real change. The work facilitated an improved collaboration between offices, for a joined up strategy that cut across internal silos, delivering an approach to our content which was truly student-first." - Urfan Ali, Web and new media manager, University of Bristol*

### The GW4 Alliance

#### A series of workshops to build digital skills and confidence

GW4 Alliance represents research communities for four universities - Bath, Bristol, Cardiff and Exeter. In 2017/18 they asked Valuable Content to design training for centre administrators in research centres across the west to help them make the most of the digital opportunity. To date we have delivered one day workshops to c. 60 delegates: 1) How to make digital marketing work for you 2) How to create, write, plan and share valuable content. Here's what delegates have to say:



*“One of the best workshops I have been on. It was excellent to have one topic to focus on as part of this group and I think having these types of workshops for the DTE community will help with sharing best practice and feels like we are being looked after.”*

*“Really engaging, clear answers. Felt like I could ask any question and not sound stupid!”*

*“It was a chance to reflect on audience we are trying to reach and what they actually want. Gave us time to actually look at the website and critically analyse the content - it's difficult to find time to do that in the course of the day.”*

*“I feel more confident about tackling our web content now. I have a set list of immediate actions to work with.”*

## The IDM

### **Feedback from workshop delegates on our content marketing in-house and open courses for the IDM:**

*“Excellent – well worth attending. Will help those new to content marketing understand its value, as well as providing guidance on best practice to help more seasoned marketers maximise the effectiveness of their content campaigns.”* Senior Marketing Manager

*“Great course, very informative. Provides actionable outcomes.”* Marketing Director

*“A really useful and enjoyable course. Friendly, useful, pitched and styled at the right level for us it gave us actionable advice.”* Owner of architects practice

*“Inspiring training that will make you change your approach to marketing.”* Marketing Manager

*“Really good foundation to the topic, with excellent plan for taking it forward.”* Marketing Director

## The Met Office

*“I recently launched a digital academy at the Met Office with the objective to help upskill and make aware to number of different departments and colleagues the opportunities the world of digital has for the organisation. Valuable Content were invited in as an expert agency to provide some real-world examples, case studies and insights into the world of content marketing, how it can be used by brands and more importantly actionable examples of bringing together internal depts. to work off the same common purpose = to enhance and grow the trust and relevancy of the Met office in a global competitive marketplace. Sonja and Sharon provided a fun packed day with plenty of audience interaction, stimulating plenty of discussion which resulted in projects being kick started from their topical presentation. I would thoroughly recommend Valuable Content not just for your content marketing needs but to also help to stimulate and empower your organisation to think differently!”* - Simon Swan, Digital Transformation

## Wealth Horizon

*“When it comes to digital marketing there are loads of commentators that talk a good game, but Sonja and Sharon help you make it happen. They have enabled me, coached me and given me the confidence*



*to share Wealth Horizon's story widely. It's engaging customers and industry commentators alike, and bringing our new business great results. If you want to make your website and content work then you're in the right hands with Valuable Content."* - Chris Williams, Founder of multi-award winning fintech start up Wealth Horizon

## Google

*"Thanks so much for the How to create and write more valuable content' workshop yesterday. EVERYONE found it valuable and on point so it's all been very worthwhile."* - Calvin Lau, Product Marketing Manager - Think with Google, Google

## HOW Interactive Design, Chicago

*"I was so pleased to have Sonja join us at the HOW Interactive Conference. Her insight into content strategy is invaluable, but what strikes me as her greatest strength is her keen sense of context. She truly understands what it means for an organization to redefine itself, and her unique blend of warmth, empathy, wit, and intelligence make her the perfect guide through what is often a disorienting, difficult, and discouraging paradigm shift. Sonja's finely-crafted session deftly won her the hearts and minds of the discerning designers in our audience. I would recommend her in an instant to any event or organization needing a perspective on content and digital marketing."* - Chris Butler, Program Director, HOW Interactive Design Conference, Chicago.

## Digital Business Academy

In May 2015 we were set the task of creating an online course in social media skills by the government-backed Digital Business Academy at Tech City. Like the Academy, we recognise that there's a digital skills gap for small businesses and startups in the UK, and that the lack of solid social media skills is a missed opportunity for many. So we created this video-based online training course for the Academy. With 6 hours of online content the course is free to anyone in the UK, and sits alongside courses by UCL and Cambridge University. You can view and access the course here:

<http://www.valuablecontent.co.uk/valuablecontent/free-social-media-training-via-digital-business-academy>.

### Feedback on the course:

*"Once businesses embrace and understand how to be a part of the growing digital economy it can be a step change in their business. Social media is a huge part of that, but it is often perceived by time-poor business owners and marketers as an 'add on' – something people think they 'have to' do rather than want to.*

*We were looking for an organisation that could cut through these ideas and provide real-world savvy and flair when creating the course, while bringing practical business tools to the table. Valuable Content are all that and more. I have been aware of Sonja and Sharon's company more or less since their inception. Therefore I invited them to join the request for proposal process hoping that they would be keen to become part of our programme by submitting a proposal. It was a total no-brainer to appoint them. We are very excited to start working with them on building a course fit for today's entrepreneurs. Also coming from Bristol, one of the Europe's most digitally aware cities, means we can leverage the expertise of the Bristol cluster and allow us to feed that back into the Digital Business Academy learning community.*

*From the quality of their video-based proposal right through the final delivery and ongoing support of their course, working with Sonja and team has been a complete pleasure. The quality of what they have produced is outstanding and even though deep in sometimes technical content and several hours of learning in length, has jumped to being the 2nd most completed course by % of all of the 11 courses we have published and is considered to be a smash-hit of a product by the team here at Tech City UK. It has been great to have been working with Sonja and Sharon & the rest of the VC team over these past few months and it's a relationship I hope to continue to build on over the coming months and years."*

**Richard Dennys, Programme Director, Digital Business Academy**

## Content Mastery Programme at Pub School

In 2014 we set up a 12 week master programme to teach digital marketing to small groups of business owners and marketers. It developed from our experience of developing and teaching standardised content marketing courses for the IDM, and from what we saw of great businesses around us struggling to make the most of digital opportunities. We saw the need for a course that not only taught digital and content skills, but which helped businesses understand more about their customers, and more about their own 'why.' Having a customer focused digital mindset is as crucial as having digital knowhow, so the course focuses on changing mindset alongside teaching knowledge and skills. 35 businesses have taken the course so far, in our beautiful local pub - The Lion in Cliftonwood - hence Pub School!

### Feedback on the Pub School Digital Marketing Programme:

*"I wholeheartedly recommend Sonja and Sharon of 'Pub School', which I attended in early 2017. The training that I received boosted and deepened my understanding of all aspects of marketing – from content marketing, to social media, to all aspects of digital and SEO. Sonja and Sharon possess an infectious enthusiasm that meant every session myself and others on the course were really excited to come back and learn more and more each time. I know that, both for myself and the other businesses and organisations represented, that Pub School and Sonja and Sharon's work has been transformational across the board and given us all a confidence to really make change happen to drive our organisation's marketing forward. Sonja and Sharon have a quietly confident and relaxed teaching style and they*

*possess in abundance the ability to get people really enthused to make a difference. The programme at Pub School inspired us all to take action and change our whole approach for the better. We all left the programme with concrete and tangible action plans to drive that change forward in a step-by-step way. I have a clear path mapped out to drive my marketing forward and Pub School provided me with both the motivation and inspiration to aim high and keep working at it for the best possible results for Kina Events.” - Alex Palmer, Director, Kina Events Ltd*

## For more information

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