

FREE Planning Events Training for your Growing Creative Business

Funded by Greater Birmingham and Solihull LEP



As a **creative business** leader you'll know that your growth depends on your effectiveness in leading your business and managing a team of motivated and skilled professionals.

One area that Gecko can help your team with is in planning events and promotions.

So how do you develop these skills?

At Gecko Programmes, we recognise the unique challenges and pressures you face and so we have launched the Planning Events course starting in April. Candidates must already be working in the area as the training will consist of 3 one day workshops at our Training Office at the Custard Factory, followed by support and assessment in the workplace.

Before any training commences, we meet with you to conduct a free training needs analysis to identify the skills your company needs now and for the future. We also create for each individual on the course an individual learning plan to maximise their experience.

As we have secured funding from the Skills Support for the Workforce (SSfW) fund of the Greater Birmingham and Solihull LEP, there is no charge to you for this training.

To secure your place, contact **Chris Osborne** on **0121 224 8403** or email chris.osborne@geckoprogrammes.co.uk

Supporting Live Events & Promotions **3 weekly one day sessions, followed by support and assessment in the workplace**

You will work towards the Aim Awards Level 2 Certificate in Supporting Live Events and Promotions. At the end of the training you will have greater understanding of:

- Working effectively with other people in a creative and cultural context
- Providing admin support to the planning of a live event
- Supporting the planning and organisation of a live event
- Supporting publicity activities for live events
- Contributing to the production & distribution of publicity material for a live event
- Assisting in the production of press releases and evaluate their effectiveness.

The initial 3 day training programme is being delivered by Mike Owen.



Mike Owen

Mike Owen has been involved in broadcasting since he was 13 years old. He has worked for the BBC and commercial radio and won two of the Radio Industries 'Oscars' as well as presided over the biggest radio event of the 20th Century – Two Strangers and a Wedding. He was Jeremy Kyle's first radio producer.

He has been in the management of events across the UK - over 50 major events since 1990 involving over one million attendees. Artists include Tom Jones, Spicegirls, UB40, Sugababes, Will Young, Girls Aloud, Lionel Ritchie, Madness, The Script.

Most recently he has been involved with the development of the UK's number one pop event The Fusion Festival of 2013, 2014 and 2015 (yet to happen) with Jessie J, Ne-Yo, The Wanted, JLS, PitBull, Pixie Lott, Dizzee Rascal, Rizzle Kicks, Union J and most of the UK's top pop acts.

For the full story: www.mikeowenmedia.co.uk



Eligibility

To qualify for the free training, you must work, be a sole trader or volunteer for an SME in an activity related to the creative sector in the Greater Birmingham and Solihull Local Enterprise Partnership area.