

# Core Training Prospectus 2014

This year's Core Training will consist of the following 2 sessions:

## Inspire to Compete – Andy Heald

Inspire to Compete is the latest product in the Premier Sport Inspire range. This session will provide practical examples and the methodology to implement a comprehensive competition program into schools, including intra and inter competition that can be sold on a school by school basis or a cluster or partnership.

Region	Date	Time	Venue
North West	Monday 12th May	9.30am - 4.30pm	Holiday Inn Warrington, Woolston Grange Avenue, Warrington, WA1 4PX
North East/ Yorks & Humber	Tuesday 13th May	9.30am - 4.30pm	Holiday Inn Express, Leeds City Centre, Cavendish St, Leeds, LS3 1LY
South West	Tuesday 20th May	9.30am - 4.30pm	Holiday Inn Bristol City Centre, Bond Street, Bristol, BS1 3LE
South East	Wednesday 21st May	9.30am - 4.30pm	The Kings Arms Hotel, Westerham, Kent, TN16 1AN
East Anglia	Thursday 22nd May	9.30am - 4.30pm	Premier Sport Training Academy, Shropham, Norfolk, NR17 1EJ
Milton Keynes	Tuesday 27th May	9.30am - 4.30pm	Holiday Inn Milton Keynes, 500 Saxon Gate West, Central Milton Keynes, MK9 2HQ
Midlands	Wednesday 28th May	9.30am - 4.30pm	Derby Conference Centre, London Road, Derby, DE2 4UX

## Marketing Planning – Fran Rosas

Marketing planning, implementation and execution is a vital component to any successful business. With a multitude of elements to consider, marketing strategies might be perceived as confusing and challenging to implement strategically. This practical session will allow franchisees to create or review their own marketing plans, maximising their opportunities to sell and see a greater return on investment. It will also demonstrate recent central enhancements, showcasing how we market your business at the click of a button and good practise at a local level.

Region	Date	Time	Venue
East Anglia	Tuesday 1st July	9.30am - 4.30pm	Premier Sport Training Academy, Shropham, Norfolk, NR17 1EJ
North West	Wednesday 9th July	9.30am - 4.30pm	Holiday Inn Warrington, Woolston Grange Avenue, Warrington, WA1 4PX
North East/ Yorks & Humber	Thursday 10th July	9.30am - 4.30pm	Holiday Inn Express, Leeds City Centre, Cavendish St, Leeds, LS3 1LY
Midlands	Tuesday 15th July	9.30am - 4.30pm	Derby Conference Centre, London Road, Derby, DE2 4UX
South East	Tuesday 22nd July	9.30am - 4.30pm	The Kings Arms Hotel, Westerham, Kent, TN16 1AN
South West	Wednesday 23rd July	9.30am - 4.30pm	Holiday Inn Express Taunton, Blackbrook Park Avenue, Taunton, TA1 2PX
Milton Keynes	Thursday 24th July	9.30am - 4.30pm	Holiday Inn Milton Keynes, 500 Saxon Gate West, Central Milton Keynes, MK9 2HQ

# Differentiated Training Sessions

In addition, we will also be hosting optional differentiated training on an invitation only basis to certain franchises around the UK. These sessions could be based on size of business, a trend in a particular region or as a general area to improve.

Again there will be no cost to these sessions and franchisees will receive a written invitation and be asked to notify HQ if they wish to attend.

## **Building Sustainability – Danny Melling**

After periods of rapid or unexpected growth, sustainability is key to maintain these levels of delivery. Often one or more areas are playing catch up, be it recruitment, quality of delivery or structured marketing. This webinar session will help you plan processes in business retention, continued quality assurance and managed growth.

## **Holiday Courses – Danny Melling**

Well planned and executed holiday courses are essential in a profitable Premier Sport franchise, but often get treated as a bolt on or an afterthought. This webinar session will help you maximise their potential and build them into all aspects of your core business, covering overheads and eventually turning profit.

## **Business Planning and Review – Danny Melling**

All franchisees now have and deliver against a business plan and with Sports Premium many have over performed and exceeded targets. This webinar session will help review and reset targets, discussing strategies for integrated sales, delivery, recruitment and marketing plans.

## **Financial Planning – Steve Girling**

Good financial planning can save you both time and money, whilst measuring your business through the numbers allows you to make informed and earlier decisions about your business. This webinar session will cover the basics of financial planning, spotting trends and reacting accordingly.

# Questions and Answers

## Why does Premier Sport have Franchisee Core Training?

Core Training ensures franchisees have the support needed to continue to deliver quality; enriching the physical activity provision their business provides, providing up to date industry regulations and best practise.

Accompanying Premier Sport Operating Manuals, core training will also give franchisees the opportunity to ask questions and share best practise with others around a selected theme.

## Do I have to attend?

Attendance is mandatory and each training presentation will have a short competency test to ensure franchisees can demonstrate an understanding around the theme. If further support is required in any of the sessions this will be made available.

## Where is it and how much will it cost?

Each training presentation will take place in your network group in order to keep travel expenses to a minimum. Core Training is included as part of franchisees Premier Sport monthly fees, with no additional costs incurred.

## How do I enrol?

All franchisees have been automatically enrolled on the training presentations in their network. All dates and venues are listed on the previous 2 pages, simply block out CPD as an important part of their professional diary.

## What happens if I can't attend or miss a presentation?

Each training presentation will be delivered a total of eight times throughout the UK, so if a franchisee can't attend in their own network then they can have enrolment transferred to another network, (you must notify Mel Jackson at Premier Sport HQ of the area you wish to attend).

In the unlikely event that a franchisee should miss a training presentation entirely, then an alternative date will be arranged at a cost to the franchisee (£250 - 2014). As training is mandatory, any training presentation missed completely could result in the franchisee being unable to trade until training has been accessed.

## Why?

In order to protect your business and the Premier Sport brand we need a uniformed approach to all aspects of the business nationally and therefore, anybody not attending CPD events will not be equipped with the most up to date knowledge which will put other franchisee's businesses at risk.

### Did you know?

- *On average a franchisee is 3 times more likely to be 'At Risk' if they don't attend Core Training.*
- *The GREATEST IMPROVEMENT SCORES in last years Core Training programme came from Franchisees beyond year 4 of their agreement.*