

## Day 1 - 15th February 2017:

	Landscape	Operations	Growth
<b>1-2pm</b>	Futureproof by UK Active	You run the day or the day runs you	You miss 100% of the shots you don't take
<b>2-3pm</b>	Raising the bar	I can't but we can	Saving future generation
<b>3-4pm</b>	Sport premium - Creating a legacy	Feedback is the breakfast of champions	Think big!

### Future Proof

We need to learn from ring fenced funding programmes of the past and ensure that when the money stops the opportunities don't stop with it. We need to create and demonstrate a need for the positive impact of our work so that schools, parents, govt. can't afford NOT to have us.

#### 1-2pm - Future proof by UKactive

Description: This session will look at the political landscape and the role we must play in not only shaping the future but evidencing the positive impact our sector has with Primary Schools and beyond the school gates. We will look at the importance of collecting and collating quality data to measure the positive impact and allow UKactive kids to lobby on your behalf. The session will help you and your staff to understand the importance and impact of your role in creating 'sustainability' beyond the 2020 spending review.

**Book Now** - <https://trainwithpremier.com/events/futureproof-by-ukactive/>

#### 1-2pm - YOU run the day, or the day runs you

Description: It seems that there is never enough time in in the day. But, since we all get the same 24 hours, why is it that some people achieve so much more with their time than others? The answer lies in good time management. The highest achievers manage their time exceptionally well. By using certain time-management techniques, you can improve your ability to function more effectively – even when time is tight, and pressures are high.

**Book Now** - <https://trainwithpremier.com/events/run-day-day-runs/>

#### 1-2pm - You miss 100% of the shots you don't take

Description: On average there's £1.3m worth of funding per territory that your customers have to spend. If they don't spend it with you, they are spending it with your competitors. Does your business have the ability to take every shot?

**Book Now** - <https://trainwithpremier.com/events/miss-100-shots-dont-take/>

### 2-3pm – Raising the bar

Description: Bad hires can have catastrophic consequences for companies. So, is there anything that can be done to reduce the odds? This breakout session looks at 'Raising the bar', driving standards and more to build you a team that will grow your business.

**Book Now** - Raising the bar - <https://trainwithpremier.com/events/raising-the-bar/>

### 2-3pm – I can't but we can!

Description: To build a successful business, it's imperative you have a clear structure with a strong team around you with the right people doing the right things at the right time. We will be looking at how you build a team to drive your business towards its objectives whilst also matching people's strengths to the most suitable roles via 'person profiling'. We will look at successful structures that already work well, matching KPI's to your business plan, Staff job roles/descriptions, incentives and how you both measure and reward success via Key Performance Indicators (KPI's).

**Book Now** - I can't but we can... - <https://trainwithpremier.com/events/i-cant-can/>

### 2-3pm – Saving the future generation!

Description: Not only is Premier Camps worth a third of your business, it's also saving the future generation! Find out about the new Premier Camps products and the positive impacts for your business, PLUS best practice examples from franchisees across the country! We have evidence to show that children lose 80% of their fitness levels during 'lazy summers' so we have a duty to ensure we are supporting more kids to be more active, more often. It's time to focus as much 'beyond the school gates' as it is 'within' them.

**Book Now** - Saving the future generation - <https://trainwithpremier.com/events/saving-future-generation/>

### 3-4pm – Sport Premium – Creating a legacy!

Description: In this session we will start planning for a 'sustainable' plan for life after the ring-fenced funding. What will be the legacy and how can you help to create that legacy? We will look at the new guidelines of Sport Premium and where we can best support schools to have maximum impact whilst also embedding ourselves within the culture of the school for life beyond 2020.

**Book Now** - Sport premium - Creating a legacy - <https://trainwithpremier.com/events/sport-premium-creating-legacy/>

### 3-4pm – Feedback is the breakfast of champions...

Description: Are you imbedding yourselves into your schools using quality feedback from the CQI report? This breakout session will look at 'what' you need to be focusing on to ensure you have a great CQI model within your business – Action and Retention!

**Book Now** - Feedback is the breakfast of champions - <https://trainwithpremier.com/events/feedback-breakfast-champions/>

### 3-4pm – Think BIG!

Description: Having overcome the barriers and challenges of starting a new business and surviving the crucial first year your attention inevitably turns to growth, winning new business, exploring new markets and expanding your customer base. With this next phase comes a fresh set of challenges and risks, in striving to achieve sustainable, profitable growth it's easy for business owners to take their eye off the business basics which can leave you undermining and effectively killing your hard-earned growth.

**Book Now** - Think big! - <https://trainwithpremier.com/events/think-big/>

**Let's educate  
and activate  
the world.**

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## Day 2 - 16th February 2017:

	Customer Service	Marketing	Retention
<b>1-2pm</b>	Going paperless by 2020	Up your social presence!	Your attitude defines your direction!
<b>2-3pm</b>	WOW your customers...	The power of communication	The power of loyalty
<b>3-4pm</b>	Never mistake the power of influence	Don't wait for opportunity, create it!	Be a resource, not a sales pitch!

### Sustainability & customer service

It's important that you create a medium and long-term strategy to build from your current (Short term) situation. Whilst schools have double funding and lots of franchisees are picking up loads of new schools and work we need to ensure we are working with them, delivering the highest of quality, measuring and evidencing positive impact and then creating a sustainable plan to move forward. It's not just about taking as much money as you can for the next 2 years but how we can leverage the money from these next 2 years to set us up for the following ten years and beyond.

#### 1-2pm - Going paperless by 2020

Description: Going paperless and driving online bookings is now more important than ever before. With mobile devices, cloud computing and internet at the touch of a button, embracing digital is key!

**Book now** - Going paperless by 2020 - <https://trainwithpremier.com/events/going-paperless-2020/>

#### 1-2pm - Up your social presence!

Description: Achieve better brand awareness, improved customer service, deeper engagement, broader reach, and great advocacy. You'll also learn to manage your reputation, win and nurture customers and get measurable results. Do you know the difference with how to engage with your customers via Facebook, Twitter and Instagram?

**Book now** - Up your social presence! - <https://trainwithpremier.com/events/up-your-social-presence/>

#### 1-2pm - Your attitude determines your direction!

Description: Your team should reflect your company culture and your business performance WILL be a reflection of your team. Therefore, it's important to have a happy, competent and driven team, all working towards a common goal whilst delivering our 10 core values in everything they do. We will look at structures, incentives, performance reviews, staff wellbeing and empowerment whilst sharing some of the best examples from within the Premier family.

**Book now** - Your attitude determines your direction! - <https://trainwithpremier.com/events/attitude-determines-direction/>

### **2-3pm – WOW your customers...**

Description: How about we change the game here. How about we raise the bar and say, instead of satisfying every school, we WOW them. We shower them with so much value and helpfulness, that they are blown away. So that they tell everyone they know about you and your awesome service.

**Book now** - WOW your customers... - <https://trainwithpremier.com/events/wow-your-customers/>

### **2-3pm – The power of communication!**

Description: 'Marketing is no longer about the stuff that you make, but about the stories you tell' once said by Seth Godin. Integrated marketing communication is integration of all marketing tools, approaches, media and resources within a company which maximises impact on consumer mind and results into maximum results. Find out how you can maximise the PR opportunities within your business!

**Book now** - The power of communication - <https://trainwithpremier.com/events/the-power-of-communication/>

### **2-3pm – The power of loyalty!**

Description: Customers should be at the heart of a business and its vital to remember that keeping existing customers is just as important as getting new customers. Loyal customers are extremely valuable to any brand, and in very simple terms, if you don't invest in customer loyalty, you'll end up losing more customers than you gain.

**Book now** - The power of loyalty! - <https://trainwithpremier.com/events/the-power-of-loyalty/>

### **3-4pm – Never mistake the power of influence**

Description: The only way to grow your company and make more money is to increase your sales. It takes a lot of work to make a single sale. With all the work and money involved, you're always looking for a way to maximise your effort and expense so that you can grow your bottom line. Customer referrals matters and should be an integral part of your sales and marketing plan.

**Book now** - Never mistake the power of influence... - <https://trainwithpremier.com/events/never-mistake-power-influence/>

### **3-4pm – Don't wait for the opportunity – create it!**

Description: This session will share good practice case studies from within network of how to create and convert good leads and ultimately good sales from schools. With a focus on the 5 key parts of the sales process and how to turn barriers or threats into opportunities. Sales is a process and not a tap that can suddenly be switched on. Now is the time to be selling for the next academic year so don't leave it too late because an opportunity is never missed, someone else will take the ones you don't!

**Book now** - Don't wait for opportunity - create it! - <https://trainwithpremier.com/events/dont-wait-opportunity-create/>

### **3-4pm – Be a resource, not a sales pitch!**

Description: In this breakout session, we will be exploring the impact of the data dashboard and find out if you are using it to its full potential so that you become IRREPLACEABLE in your schools. Being better informed, doing your diligence and being a good listener will provide a better customer experience that will instil more assurance in the resource you are selling.

**Book now** - Be a resource, not a sales pitch! - <https://trainwithpremier.com/events/resource-not-sales-pitch/>