

# Upcoming Heritage and Tourism Training Spring 2021

## Training for Heritage & Tourism Organisations throughout Nottinghamshire

Nottinghamshire County Council, in partnership with the Miner2Major Landscape Partnership scheme will be hosting more training sessions throughout the Spring season. The Miner2Major scheme is funded to work with organisations based or active in the Sherwood Forest area, but as we are running this course in partnership and online we are able to offer the opportunity to a wider audience.



We listened to your needs and devised this next round of training sessions to focus on fundraising, responding to changes brought about by COVID 19 and getting ready to re-open.

Session	Date	Time	Overview
<b>Introduction to Gift Aid</b>	22 <sup>nd</sup> April	10-12	What is Gift aid and where do you start? Learn how to set it up and the common mistakes to avoid.
<b>Covid 19 – Who are your Customers/Audiences/Visitors now? Part 1 &amp; 2</b>	28 <sup>th</sup> April and 5 <sup>th</sup> May	10-12 on both days	Covid 19 has brought many changes. Who are your customers/audiences/visitors now and in the 'new normal' and how do you cater for them?  This two-part training takes place over two sessions. It is recommended you attend both sessions.
<b>Marketing in a Pandemic – Communicating what you Sell</b>	29 <sup>th</sup> April	10-12	You will learn about the Do's and Don'ts of communicating what you sell. Understand how to communicate your features, benefits and incentives to visitors in a COVID-19 reassuring way.
<b>Marketing in a Pandemic – How to reach your Target Customers/Audiences/Visitors</b>	11 <sup>th</sup> May	10-12	Understand how to reach current and new customers by exploring the marketing funnels for traditional and digital customers/audiences/visitors.

			What changes are needed for COVID-19 and how can you communicate effectively to increase awareness and reach?
<b>COVID-19 Understand &amp; refresh your Marketing Strategy</b>	12th May	10-12	Understand what a Marketing Strategy, Marketing Plan and Promotional Plan are & what COVID-19 considerations are needed for each one in order to put a clear action plan in place.
<b>COVID-19 Open for Business! - Are you Good to Go?</b>	13th May	10-12	<p>Get ready to maximise the massive opportunities of Staycation UK due to COVID - 19. Explore and Understand COVID-19 Business Compliance, Quality Standards.</p> <p>Learn how to greet visitors from behind the Masks!</p> <p>Explore alternative use of internal &amp; outdoor spaces.</p> <p>Understand how to overcome difficult conversations with Staff and Visitors/Audiences/Customers and explore ways to influence people and turn any resistance into co-operation.</p>

These sessions are **FREE** - kindly funded by the National Lottery Heritage Fund.

**How to book:** The session will be conducted online using Microsoft Teams. Send your name, organisation and email address to [laura.simpson@nottsc.gov.uk](mailto:laura.simpson@nottsc.gov.uk) and you will be emailed a link to the meeting and joining instructions.

**Contact information:**

For information, queries or to submit any questions you would like asked at the session then contact our Heritage Tourism Officer – Laura Simpson.

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Website: <https://miner2major.nottinghamshire.gov.uk/about/training/>