To produce double sided flyer selling Sophic’s services.

Overview

A professional looking flyer in a similar style/colours to website pages. The flyer should be eye catching and yler will provide information about our approach experience and expertise , with a lot of testimonials and mainly focus on our flagship workshop (Making Analysis work for business) with just a mention of the other workshops

The flyer will be sent with an accompanying letter to Analytical team managers and Senior Learning & Development people within medium/large organisations. The idea being if the letter gets separated from the flyer there’s enough enticement and information that anyone in the target audience seeing the flyer would be interested to investigate further.

The Message

We want to be able to get across that these are essential development workshops for data analysts –only one of these workshops is around technical training, most of them are about how analysts need to behave, how to interact with their customers and present themselves and their work. Main messages that need to get across:-

* Workshops developed by highly experienced practitioners
* Small audiences to keep interaction high and maximise learning experience.
* ‘Making Analysis Work For Business’ (flagship workshop) main selling points
  + CPD accredited
  + Unique
  + 99.4% of past attendees would recommend the workshop to other analysts
  + Has plenty of positive testimonials
  + Been attended by UK’s largest organisations (and regularly by some).
  + Been running for over 10 years
  + Cornerstone workshop in the development of analysts

Guide Format/Content (this is only a suggestion as an example, we are open to ideas)

Design Guide (Copy)

Firstly, we are very open to changing the copy – we are not direct marketing specialists and so any help here would be appreciated, - we have a very informal but professional way of working and we have a sense of humour and don’t take ourselves too seriously – if this can be incorporated into the copy then that would score highly with us but as a default here’s a (quite straight!) starting point…..

“Graphic and logo with a headline to grab attention along the lines of

‘Do you want your data analysts to have a greater impact on your organisation AND be more productive?’ (maybe a good cartoon to accompany this may be impactful??).

Sophic understand that technical ability alone is not enough to be effective as a data analyst. Whether you’re an insight expert, a risk analyst or a Business Intelligence professional , the best analysts employ a range of complimentary soft skills in order to be able to effectively plan, present and communicate ideas, results and reports. Our range of workshops aim to help analysts become more commercially focussed and employ some key techniques and behaviours in order to maximise their influence over their key decision makers.

Our workshops have been attended by many of the UK’s largest organisations and many international organisations too including Canon, HSBC, Shell and XXX. Our workshops are run by experienced professionals including Steve Hulmes, Sophic’s founder and the facilitator for Sophic’s flagship workshop ‘Making Analysis Work For Business’ - a workshop that has been running for over 10 years and become an essential ‘cornerstone’ development session for many of our regular clients’ analysts.

We aim for our workshops to be educational, interactive, practical and fun – we believe we deliver on this but don’t just take our word for it, here are some comments from our clients..

*Testimonials here*

We run a schedule of open public workshops as well as privately hosted workshops. We can also tailor the content to your specific requirement if necessary. So, whatever your budget we can usually deliver a programme that will fit your needs.

Our current portfolio of workshops is provided overleaf but more detail and a list of currently scheduled open workshops can be found on the website at [www.sophicsolutions.co.uk](http://www.sophicsolutions.co.uk).

Any bookings made with reference to this flyer will benefit from a 10% discount on fees until February 18th 2016 (this may not be used in conjunction with any other promotional rates that may be available at the time of booking).

2nd page

Here the workshops would be listed with an overview – the ‘workshops’ page on the website can be used for the copy with some suitable creative treatment applied.

Maybe more testimonials on this page too.

All contact details & website provided as a footnote on each side of flyer.