



Hot link: Local Education Authority

One LEA has developed a very structured framework for marketing CPD opportunities. A dedicated marketing department, working closely with the INSET unit, ensures a systematic and consistent approach to marketing.

Their marketing strategies include:

- A course booklet is produced annually and sent to all schools.*
- Flyers are produced on a common format. These are sent electronically to schools, providing accurate and relevant pre course information that will help people to make the right decision about the development activity.*
- The LEA works in partnership with neighbouring authorities to share courses and to design and plan joint courses. These are advertised across the partnership and also prevent duplication so ensuring best value.*
- CPD opportunities are marketed through networks, newsletters and on the LEAs intranet.*
- All courses can be booked on line and the INSET unit monitors the number of applications. If a course is still under-subscribed six weeks prior to the start the course is identified for additional marketing through flyers, various meetings, or individual targeting. For example: all teachers in secondary/middle schools were individually targeted for a TOP Skill course.*
- Delegates who are unable to attend are charged a nominal administration fee and are offered another option. Anyone simply not turning up and not offering a valid reason is normally charged at cost. One week's notice is given if courses have to be cancelled.*

The service has been commended on its efficiency in administration, and schools continue to buy into the INSET monitoring service, which indicates their satisfaction with the service offered.