

# 2012 PROSPECTUS

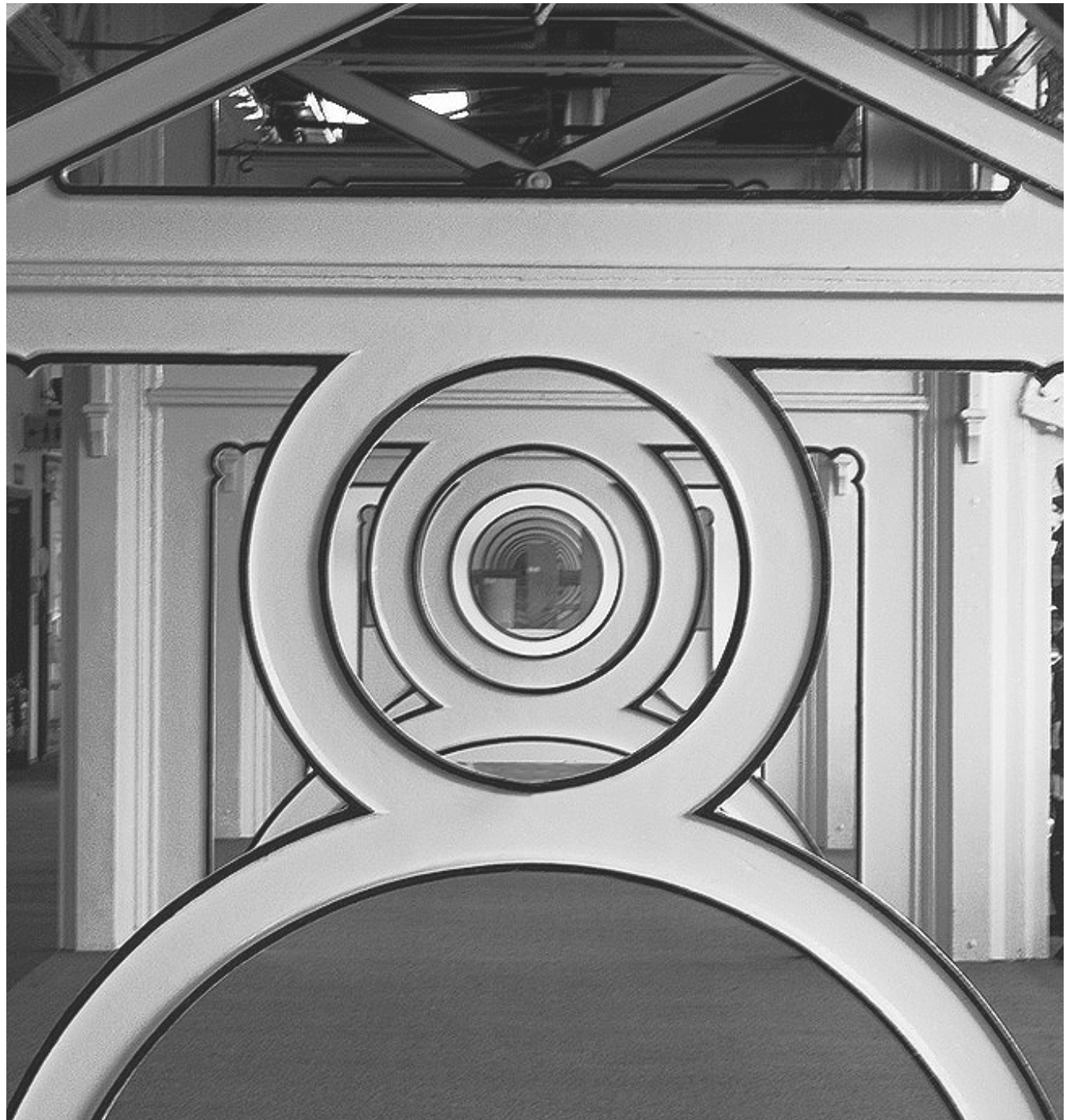
Providing the tools, skills & knowledge  
to communicate successfully



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## From the centre

You work hard at your career. You are ambitious and in a hurry. You plan to go a long way in public relations.

You need to master all the tools of the trade in as short a time as possible. You need to stay current with the latest techniques, uses of technology and research into what makes effective PR. And you are very, very, busy. It is an unforgiving world.

And that is where we at the Henshall Centre come in. We work hard, too. We work hard to maintain a range of training workshops to challenge you and take your skill to the next level. A dynamic range that is constantly developing as technology develops and as general understanding of our craft expands.

We have been pursuing this goal since we were founded in 1988 by Keith and Maureen Henshall. And the range of over fifty courses in this prospectus is the closest to date to achieving it.

You get an injection of concentrated experience on our workshops. You get to work on realistic case studies in small groups. You make any mistakes in private, so that you hit the ground running when you return to work.

You are taught by PR professionals, not full-time trainers. And they will have worked hard to complete our own teacher training programme.

And that is our pledge to you. We shall match your hard work. Because we can only succeed when you do.



We pledge to match your hard work,  
because we only succeed when you do

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## Our range of courses

The following courses run regularly as public workshops at our training centre in the Business Design Centre in Islington, North London and occasionally in some centres outside of London. Each is described on the following pages. Individual brochures, dates and prices can be found at [www.henshallcentre.com](http://www.henshallcentre.com).

### FOUNDATION

Fundamentals for PR Practitioners\*  
The Administrator's Guide to PR  
The Perfect PR Administrator

### ESSENTIAL SKILLS & KNOWLEDGE

Effective Press Relations  
How to be a Publicity Hound  
Creativity in PR  
Consulting Skills  
Media Interview Training  
The Future of PR Evaluation  
Effective PR Photography  
Introduction to Internal Communications  
Special Event Management  
Facilitating Focus Groups  
Understanding Design & Print  
Design Secrets for Non-Designers

### DIGITAL PR

The World of Digital PR  
Planning a Digital Strategy  
Building Brands with Digital PR  
How to Vodcast  
Managing a Cyber Crisis  
Social Media in Internal Communications  
The Power of Engagement Sites

### WRITING SKILLS

Proof Reading  
Effective Blog Writing  
Writing for the Web  
Writing for an Intranet  
Effective Press Release Writing  
News Writing  
Writing Feature Articles  
Sharpen your Writing Skills  
Writing Awards Entries  
Better Business Writing  
Persuasive Writing  
Speech Writing  
Copy Writing

### MANAGING PUBLIC RELATIONS

Developing PR Strategy  
Managing PR Campaigns\*  
Crisis Management  
Developing the Small Consultancy  
Managing Internal Communications  
Getting the Best from your PR Agency  
Pitching for Business  
The Effective Account Director  
How to Audit Communications  
Representing PR on the Board

### PERSONAL DEVELOPMENT

Presentation Skills  
Advanced Presentation Skills  
Making the Most of Outlook & PowerPoint  
Achieving Goals & Managing Time  
Assertiveness Skills  
Negotiating Skills  
Building Successful Business Relationships

### MANAGING PEOPLE

How to Lead & Motivate Teams  
NLP for Managers  
The Principles of Project Management

*\* Two day course. All others one day.*

# Public Relations Skills

## FOUNDATION COURSES

### Fundamentals for PR Practitioners

This course is probably the most important in our whole range. Many of the delegates who attended when it was first introduced are now top practitioners. Their own talent probably made some contribution to their progress, too!

You acquire a solid basis for a career in public relations and see what PR can and cannot do. Relating your work to corporate objectives, you can learn important techniques for working with the press. This will enthuse those destined for a PR career and show that you can make a difference to the world.

### The Administrator's Guide to PR

Administrative support staff in PR departments and agencies will work so much more effectively if you understand where all the effort is leading.

This workshop gives you a solid grounding in the scope and role of public relations. You learn what the various techniques are designed to achieve. You put your own work into context.

### The Perfect PR Administrator

The smooth day to day running of a busy PR office is often the responsibility of the administrator. It is a task which needs excellent communication skills, time management and teamwork.

Administrative assistants, secretaries, personal assistants can all learn professional skills which contribute to their performance, both as an individual and as a key part of the team.



Foundation courses are suitable for PR practitioners, PR administrators or marketers, in the first year or eighteen months of their career, who have had little or no formal training in public relations



Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)

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# Public Relations Skills

## ESSENTIAL SKILLS & KNOWLEDGE

### Effective Press Relations

Have you picked up your press relations technique by trial and error, or been taught underlying principles?

The media landscape has changed dramatically over the past few years. This has created even more challenges and opportunities for PR people. This intensive workshop examines those developments and shows how to make your press relations more effective.

### How to be a Publicity Hound

However good you are with new technology, you have to be able to get coverage if you want to succeed in PR.

This one-day session shows delegates how to create news angles that both catch the eye of journalists and contribute to your corporate objectives. It gives you techniques for developing narratives that allow the story to run and run.

### Creativity in PR

Creative problem solving is a skill that can be both taught and learned. This workshop teaches that skill and applies it to public relations.

Learn the true nature of creativity. Study the nature of the creative process. Recognise and escape your own mind sets. Harness new insights to your PR objectives. Make your creativity commercial. After this course, you will never have to recycle other people's clichés.

### Consulting Skills

It can be bewildering to lose an account despite doing excellent work, when others keep accounts despite poor work. The confusion comes from not understanding consulting skills. Good work is just the start.

On this course you acquire the skills needed to establish trust and confidence between client and adviser. You learn ways to read client businesses and document work to continually increase its value.

### Media Interview Training

New television and radio stations open almost daily. Journalists need to fill airtime with interviewees who explain issues, products or technical developments in an interesting, entertaining, informative and memorable way.

This course is for spokespeople and those who advise spokespeople. It gives you a broad understanding of different type of interviews and the skills needed to get your message across.

### The Future of PR Evaluation

Measuring and evaluating your PR work is probably the biggest bugbear of any PR Manager or account handler. We know it is valuable, but how do we prove its worth? For decades the industry has debated how to prove the value of PR, particularly with new technology. We have never quite come to a definitive answer. And it is hard to know how much to invest in evaluation.

### The Future of PR Evaluation *Cont'd.*

This workshop provides answers for all those questions; taking delegates through all the arguments to ensure that the discipline is properly evaluated and shows delegates the best tools for the job.



Essential Skills & Knowledge courses are suitable for PR practitioners at any stage of their career. They are self-contained and can, unless stated otherwise, be taken in any order.

*Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)*

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# Public Relations Skills

## ESSENTIAL SKILLS & KNOWLEDGE

### Effective PR Photography

Digital photography has had a huge impact on PR. We can take lots of shots without cost penalty and it is so much easier to distribute digipics.

But there is craft to good photography. And digital photography, coupled with dangers on the internet, brings its own technological rights and wrongs.

After this course with our picture expert, you will produce winning pictures and know how to distribute them helpfully.

### Introduction to Internal Communications

Increasingly, people are realising that reputations can go astray if the internal audience has been neglected. Good internal communication is essential to good PR.

If you are new to this discipline, even if you are already in a senior PR position, you should go through this course. You will get a clear picture of how it contributes to, or can hinder, the rest of your communication effort. This is a vital primer on the whole topic.

### Special Event Management

Events make a massive contribution to public relations work. The challenge of getting media coverage may get the highest profile in PR, but in many organisations, particularly those in sensitive areas like the public sector, memorable PR events are the backbone.

### Special Event Management Cont'd.

This is one of our most popular courses. Learn the techniques needed to organise events that make an effective contribution to your public relations programme. As part of the day, delegates work in small groups to plan an event.

### Facilitating Focus Groups

It is tough to manage corporate reputation unless you know what reputation you already have. That is like trying to give directions when you don't know where you are starting.

But getting research budgets is just as tough. Sometimes we have to do it ourselves. This course shows you how to conduct a focus group without biasing the outcome. And if you think that sounds easy, think again. It is hard.

There are so many pitfalls for the unwary. Make your mistakes in private, rather than at your employer's expense.

### Understanding Design & Print

The production of printed material, such as newsletters, brochures and leaflets and web-based material, such as web sites and pdf documents, is probably one of the most widespread activities in PR.

This course shows you how designers, printers and web developers spend their time and your money. You learn how to brief them to achieve maximum effect.

### Design Secrets for Non-Designers

Design communicates before anyone reads the words.

This course gives you insights into what your designs are saying. It stops you using pink just because you like pink. You turn your hand to originating design.

This won't make you a designer. It will improve what you do and what you demand of others.



At our web site you can: download brochures; check dates & prices book places; get directions; download maps; locate convenient hotels; read iDeals; check special offers; contact us; and much more.

*Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)*

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# Public Relations Skills

## DIGITAL PR

### The World of Digital PR

Digital PR is not the future. It is the present. Anyone under the age of, say, 26 has grown up expecting to get information online. And that group includes today's reporters and, hence, tomorrow's editors.

This course underpins all workshops in our digital range. You learn why the social media are so popular and why that trend will increase. You get a tour of the digital landscape and predictions as to how it will develop.

You see how to blend online and offline PR.

### Planning a Digital Strategy

This is our top level course on digital PR.

Digital PR, like all PR, needs to be planned. This course takes you through the chapter headings in a typical digital strategy document and examines each in detail.

You are shown how to define your community and choose the tactics that will draw your target audiences into that community. You see how to engage for the long term.

### Building Brands with Digital PR

The digital age has brought about a massive shift in the competitive environment for branding.

This course examines the techniques and strategies needed to build powerful, long-lasting brands in the 21st century.

This course examines the role of digital PR in modern branding.

### How to Vodcast

Vodcasting - video podcasting - is amongst the most valued of internet tactics for communicating with key audiences.

However, anything less than professionalism can damage your brand.

On this course you learn a step by step process for creating vodcasts that can be confidently uploaded for use by clients, customers and the media.

This is not a technical editing course. It focuses on creating useful, engaging content.

### Managing a Cyber Crisis

It is the job of PR to protect reputations as well as project them. This has always been important. The digital age has made it urgent as well.

Carefully nurtured corporate reputations can now be destroyed online in hours; even by a single disgruntled individual. The internet has levelled the playing field.

On this course you learn: what to look for; how to engage with it; and which strategies and tactics to adopt when dealing with an online attack on your reputation.

### Social Media in Internal Communications

It is naive to think that you can separate internal communications and the social media. The grapevine has always been the most potent force in internal comms. Social media just takes the grapevine online.

### Social Media in Internal Communications *Cont'd*

On this course you learn how to engage with your internal community. You see how to set realistic objectives. You look at ways to be a part of the internal conversation without preaching or being preached at. You work at healthy debate with a light touch.

This is the future of internal communications.

### The Power of Engagement Sites

An engagement site is a site focused on an area of interest. It is not corporately branded. It looks at a shared area of interest, like chiropody or roofing or storing large archives of information.

Every corporate entity has such shared interests. Engagement sites can help you build the community that your digital PR needs.

This course examines the opportunities and dangers implicit in setting out on such a venture.



You can download individual course brochures from [www.henshallcentre.com](http://www.henshallcentre.com) or get one emailed by calling:

**0845 226 0210**

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# Public Relations Skills

## WRITING SKILLS

### Proof Reading

Accurate documents show the world that your organisation is committed to clear, disciplined thought and to maintaining a professional reputation.

This course gives you the skills, confidence and tools to spot and correct mistakes in any document or publication, working to the tightest of deadlines. It teaches a generic skill in the context of PR.

### Effective Blog Writing

Blogs can be powerful and influential. A well-followed blog establishes the writer as an expert in their field.

The course helps you develop an effective blog writing style that ensures their blog is well read and stimulates the desired response.

It is a writing course, not a technical course. It does not cover how to set up blogs. Instead, you focus on the key skills of blog writing and practise them under supervision from the tutor.

### Writing for the Web

We all agree that the web is powerful but, as with any tool, its effectiveness depends on how you use it. This course deals with the unique demands of this medium.

Topics covered include: words that sell; words that link; text length and layout; targeting your web site; writing to be read on-screen; and organising written pages.

### Writing for an Intranet

Intranets force organisations to re-think how to communicate with internal audiences in new, different and dynamic ways.

Until a few years ago, Intranet sites were only found in large organisations, but now everyone recognises the value of creating sites specifically for conversing with their internal community.

*Please note:* this is a writing course, not a technical course. It contains no guidance on how to set up an intranet.

### Effective Press Release Writing

You are going to struggle in PR if you can't write an effective press release. The 'humble' press release still underpins most press relations campaigns. The difference in results from a well crafted release and a mediocre or bad release is quite staggering.

On this course you learn a sophisticated framework for producing attention grabbing, effective press releases on all stories, even the least promising.

### News Writing

There is no conspiracy amongst journalists to twist stories to make maximum mischief for PR people, so why is the twisting so widespread? It is because journalists have a set of requirements that we haven't figured out yet. They call it news sense.

### News Writing Cont'd

This course teaches news sense. It was designed by a career reporter. You learn to write like a reporter. You think through, construct and craft news stories. You learn just how much can be written between the lines.

### Writing Feature Articles

Features can offer valuable PR payback. The dash to be at the centre of the news and frequent failures to arrive there, often mask the power of features.

On this course you learn how to construct feature articles, within a required word count, that draw readers in and hold their attention. You learn how to read feature articles for craft, analysing styles and angles so that you can replicate them.



Writing Skills courses cover all stages of a PR practitioner's career, from early stage courses like *Effective Press Release Writing* through to advanced courses like *Sharpen Your Writing Skills*.

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# Public Relations Skills

## WRITING SKILLS

### Sharpen your Writing Skills

An intensive writer's workshop that allows you to hone and polish your existing skills as a writer.

The day concentrates on the craft of writing. You work on a variety of PR related subjects. You take away a portfolio of writing - news release, feature article and news story - developed through the day.

### Writing Awards Entries

Every year there are around 3,000 awards up for grabs in the UK alone. Winning one can give your organisation's reputation a huge boost.

But there is a skill to structuring, writing and then publicising your entry. Master that craft and your success with awards will multiply.

### Better Business Writing

This course teaches you how to write clear, authoritative, business reports, emails and notes.

You look at structure, language and style. You focus on the twin goals of prompting desired action and writing for the record. There is extensive practice with feedback from the tutor.

### Persuasive Writing

This course helps you write clearly. Communicate complex information. Structure your writing effectively. Make every word count. Readers are busy. They *will* stop reading if you let them.

You look at language, length and style. You focus your writing on the reader.

### Speech Writing

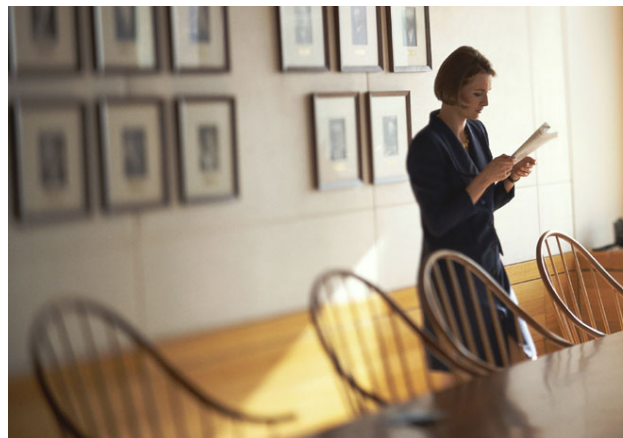
A chance to learn the subtle differences in technique needed to write for spoken delivery.

Language and grammar which are perfectly correct in print can often seem trite when spoken. This course looks at both the structure of a speech and the words and phrases that add authority. It gives guidance on timing and pace.

### Copy Writing

How to identify the real point of your product or service. Write copy that people really want to read.

This course involves a lot of writing practice. It helps you with specific tips for leaflets, brochures and direct mail letters. It shows how to draw readers in with headlines and explain facts in an attractive, truthful way.



At our web site you can:  
download brochures;  
check dates & prices  
book places; get directions;  
download maps; locate  
convenient hotels; read  
iDeals; check special offers;  
contact us; and much more.

Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)

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# Public Relations Skills

## MANAGING PR

### Developing PR Strategy

One of the hardest parts of moving up the career ladder is developing the skill of strategic thinking.

On this workshop, you see the process by which public relations strategies are built and kept up to date. You learn how to best direct PR effort for your employers. You are shown how to gain top management approval.

### Managing PR Campaigns

Most of us are too busy coping with everyday pressures to be able to plan properly. Yet with good planning, you get more done. This two-day course explains what is involved in putting together a comprehensive and effective PR plan.

You get a clear idea of what needs to be done to create PR plans of action. You are shown simple systems for organising, motivating and monitoring the people who will be carrying out the plans. You learn to plan for creativity.

### Crisis Management

A reputation takes years to build but minutes to shatter if a crisis catches you unprepared.

Get a blueprint for contingency planning for crisis. Hear how to get a budget for the planning process. Study the key elements of a crisis plan. Learn golden rules for communicating in crisis.

### Developing the Small Consultancy

If you have, or are about to start, a small PR consultancy that you want to grow, this is the course for you.

### Developing the Small Consultancy *Cont'd*

It is an “MBA in a day”, taught by a tutor who took two years for his MBA, started his own agency from scratch and sold it to a public company.

It is broadly centred on: organisation; marketing; charging systems; and staff issues. Numbers are kept low, with free-flowing, candid discussion.

### Managing Internal Communication

Today, all organisations are in a constant state of change. Those who cannot communicate with their internal stakeholders are at a huge disadvantage. The internal audience is so much more than just employees. Internal and external communications are converging.

This course covers approaches for creating and maintaining channels of communication with your internal audiences.

### Getting the Best from your PR Agency

This course shows how to make the relationship with your PR agency work.

You see what you can and should expect from them. You learn what makes an effective client. You see how to avoid common pitfalls. You discover how to tell when things are not going as planned and what you can do about it.

*Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)*



Managing PR courses are suitable for PR practitioners with responsibility for setting the course of PR activity within their employer or client organisation, whether or not they supervise the work of others. These courses are self-contained and can, unless stated otherwise, be taken in any order.

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# Public Relations Skills

## MANAGING PR

### Pitching for Business

Selling is the most important business skill there is. If you can't sell, then you are out of business. Pitching for a PR account is a complex sales process. It begins long before you stand up to make your presentation.

This course takes a detailed look at the whole process of winning an account. Not marketing, not presentation skills, but the expensive and time consuming business of successful selling.

### The Effective Account Director

The leap from account manager to account director is huge. This course looks at the extra dimensions that the promotion brings.

These fall under three headings: client handling skills, such as managing expectations and devising workable strategies; people handling skills, like getting the best out of your team; and financial skills, like growing the revenue from your accounts and managing client budgets.

### How to Audit Communications

A quantitative approach is increasingly vital for PR professionals, as PR becomes widely accepted as an issue for top management.

This course gives a clear understanding of why it is important to measure the impact of PR and communications activity. It shows how to use an audit to sharpen communication strategies.

You get practical tools and tips for undertaking a communications audit.

### Representing PR on the Board

Nobody disputes that PR is a board matter, but ensuring that PR's voice is heard at the most senior level in their organisation is a new skill.

This one-day course describes the qualities CEOs value in senior communications professionals. Delegates see how to measure their reputation with senior colleagues. They learn skills to maximise their top level credibility.



It is your choice. You can download individual course brochures from the web or get one emailed by calling:

**0845 226 0210**

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# People Skills

## PERSONAL DEVELOPMENT

### Presentation Skills

Very few people naturally enjoy making formal presentations to groups. Especially if they know the people in the group.

The focus of this one-day workshop is primarily inward, mastering your self-awareness. You learn how to control: your nerves; your audience; your eyes, hands and voice; your posture; and your visual aids.

You get to plan and structure your presentations. You get good at it.

### Advanced Presentation Skills

This workshop is for those who have basic presentation skills and wish to refine content and delivery.

The focus of this course is primarily outward. It instills awareness of the audience and the connection between your objectives and their needs and wishes.

You learn techniques that add style. You structure content and delivery for maximum impact. You see how to fine tune delivery for different audiences. You handle questions and answers with ease.

### Making the Most of Outlook & PowerPoint

Outlook and PowerPoint are full of tools that can enhance a PR professional's productivity and help them to communicate their messages. Most of us have never learned how to unlock the power already sitting on our desktop.

### Making the Most of Outlook & PowerPoint *Cont'd*

This one-day course shows you how to make the most of the features which have the biggest impact on the job of the PR professional.

### Achieving Goals & Managing Time

People who set goals achieve more. But only if they sustain their drive towards their goals.

This course shows you how to manage your time to achieve those goals. You learn how to differentiate between urgent and important issues and to allocate time accordingly. You develop clear goals and identify the critical success factors.

Become the person you know you can be.

### Assertiveness Skills

Do you need to learn how to say 'No'?

This one-day seminar shows you how to refuse without giving offence. You learn how to avoid having to refuse. You distinguish between assertion and aggression. Participants discover a variety of assertiveness skills for effective communication in the workplace.

Work to your own agenda not other people's. You will do a better job.

### Negotiation Skills

PR is all about negotiation. Not just negotiating for money, but for coverage, attendance at events, time, resources and so much more.



Personal Development courses are suitable for PR practitioners at any stage of their career.

Although these are generic skills, they are taught within a PR context.

The courses are self-contained and can, unless stated otherwise, be taken in any order.

*Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)*

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# People Skills

## PERSONAL DEVELOPMENT

### Negotiation Skills *Cont'd*

Learn the techniques and attitudes that will gain you as much as you can gain. See how to identify the possible outcomes. Discover techniques that ensure both sides are satisfied with the outcome (often called win/win). Use your communication skills to achieve more.

Negotiating is communication. Learn that skill.

### Building Successful Business Relationships

You couldn't be more wrong if you think that some people just get on with others and some just don't. A true professional builds rapport with anyone, no matter how difficult they are. It is part of the job.

This course shows you how to listen to language patterns to understand the speaker better. You learn to read body language. You recognise visual, auditory and kinaesthetic cues. You don't pretend. You really do build rapport.

Win trust and confidence effortlessly. You achieve so much more.



Full course details at [www.henshallcentre.com](http://www.henshallcentre.com)

## MANAGING PEOPLE

### How to Lead & Motivate Teams

Leadership is more than motivation. This course is the peak of the managing range. So, you may want to take it last or you may want to take it first. But take it.

Some of the topics covered are: inspiration; team leadership; team dynamics; values; beliefs; self management; and motivation strategies.

Discover the key to effective leadership. Find out how to identify what motivates your team. Learn how to adapt your leadership style to the needs of the people being led. Inspire loyalty and confidence. And learn how to live up to it.

### NLP for Managers

This course applies the principles of NLP (neuro-linguistic programming) to managing the work of others.

You will have a much surer touch in dealing with your team once you understand the power of words, behaviour, influence and change. This is about how people work. We are all different. We need to be managed differently. This course gives you the toolkit to analyse those differences.

Bring out the best in your team - and in yourself.

### The Principles of Project Management

So much of PR is now project based. Yet project management has its own skill set.

This course shows you how to initiate, plan and execute an extended project, monitoring and controlling budgets and the time of your team.



Managing People courses are suitable for PR practitioners who are responsible for supervising the work of others. Although these are generic skills, they are taught within a PR context. The courses are self-contained and can, unless stated otherwise, be taken in any order.

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## In-company Training

You can have any of our courses run just for your team either at your premises or, if our London training suite is available, we can usually offer it for a small charge.

The most economical way to buy your in-company training is to have a public course run unchanged. That has a standard price based on the numbers attending.

A little dearer is the “semi-custom” approach, where parts of different courses are bolted together. This is not always possible. For example, all sessions need to come from courses that can be taught by the same person.

You get into the top end of the range when you need material developed just for you. For example, you may want teaching case studies written that are set in your own industry sector.

It is very easy to under-estimate the cost of the professional time needed to design and develop a course. On public courses, that cost has been spread over many years. With tailored training you take the whole hit. But your training is precisely right for you.

To choose the right option for you, just talk to our office on **0845-226 0210**. They will drive the whole process, ensuring that prices and course specifications are with you when you need them.

You train because you are busy PR professionals. Our job is to make best use of your time by making the training valuable and the buying easy.



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Our job is to make your training valuable  
and the buying process easy

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## Money Matters

Training budgets are hard to come by. You work hard enough to get them. You shouldn't have to work hard to spend them. So we have a number of ways that you can stretch your budget that bit further.

You get 20% off any course if you book and pay two months in advance. This is the EarlyBird discount. EarlyBird bookings cannot be cancelled. The discount is your reward for giving us certainty.

As often as we can, we release one or two places on a course for our SuperSaver, rock bottom, prices. These are designed for those who want training for their team, but have very limited budgets indeed, like small PR agencies or charities.

Companies that belong to the PRCA or delegates who belong to CIPR qualify for our professional prices. These are significantly less than the full price.

There are conditions, of course. For example, you can't combine discount offers. We could end up paying you, otherwise. And our going out of business wouldn't help either of us. You just have to choose the best deal for you. Our team can advise you on that. They are trained to get you the best price going.

Call the office on **0845-226 0210** or email them at [admin@henshallcentre.com](mailto:admin@henshallcentre.com).

These prices are all available through the web at [www.henshallcentre.com](http://www.henshallcentre.com). Don't miss out. Money really does matter.



“

You work hard to get your training budget. We work hard to stretch it that little bit further

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## iDeals Newsletter

*iDeals* is our monthly online newsletter. It has course dates for the next two months, closing dates for our EarlyBird discount, details of SuperSaver offers, feature articles and snippets of news and gossip from around the centre.

You will only find the special deals we offer on the internet. Hence: *iDeals*. You can read *iDeals* at our web site. It is free. You don't have to register, log in or part with any personal details.

You can also be reassured that we do not leave cookies, or any other device, on your computer. And we do not pass your details on to anyone else. We just make our money from providing the best training we know how to.

If we know your email address, we alert you when a new edition of *iDeals* is published. Naturally, you may choose to opt out of this alert system at any time.

Our office builds a picture of training that may interest you and alerts you when an appropriate course has SuperSaver places released.

We work hard to make technology helpful and unobtrusive. It is our job to make it easy for you to get the training you need for your team.

That way we are both doing our jobs to the best of our ability.



“  
Technology should be helpful and unobtrusive. It is our job to use it to make your job easier.”

## Contact details

### TRAINING SUITE

The Business Design Centre  
52 Upper Street  
Islington, N1 0QH

### REGISTERED OFFICE, ADMINISTRATION & ACCOUNTS

North End House  
Ashton Keynes  
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