

## Business Education

# New approach to skills in Business with GWE

**G**WE Business West Training & Development has recently evolved their training services to provide businesses and individuals with more options, flexibility and further value – to ensure relevance to business today and to help individuals achieve personal success.

They will be introducing many exciting new opportunities, including a topical 'visiting speaker' programme, webinars and blended learning options. And, responding to customer demand, new topics added to their extensive programme of scheduled training courses for 2010 include social media, exhibitor training, effective networking and a range of IT workshops.

Scheduled courses for business include subjects ranging from management and leadership skills workshops to sales and marketing master classes. For example, a few of their current popular course titles include 'Step up to Management', 'Effective Communication & Interpersonal Skills' and 'Introduction to Export Procedures'.

Courses are held in first class facilities in Swindon, Bristol, Bath and Midsomer Norton, providing individuals with the ideal environment to learn. Also the option to attend courses in venues that suit the customer. Delegates can further benefit from courses run to a maximum of around 12 delegates to ensure they receive a fully interactive and valuable learning experience.

From September, a new digital marketing and social media course programme will be available. The launch event takes place on 15th September at The Business Show Bristol 2010, where delegates can book onto the seminar 'Are Digital Marketing & Social Media the most cost-effective marketing tools in a recession?'

Designed for individuals who want to build an effective business strategy for using digital marketing and social media or who simply wish to upgrade their marketing skills, the programme enables delegates to participate via webinars and workshops.

The first term runs from September to December. Delegates can attend the whole programme or individual courses, available in Bristol, Midsomer Norton and Swindon. The following dates are in place for courses coming up in Swindon:-

**Introduction to Digital Marketing**  
Webinar Mon 27 Sept - 12pm  
Half Day Workshop Thurs 7 Oct - 9.30am

**Introduction to Social Networking**  
Webinar Tues 5 Oct - 12pm  
Half Day Workshop Thu 14 Oct - 1.30pm



Training facilities at Park House

### Getting the Best from Twitter

Webinar Fri 15 Oct - 12pm  
Half Day Workshop Mon 25 Oct - 1.30pm

### Getting the Best from LinkedIn

Webinar Fri 22 Oct - 12pm  
Half Day Workshop Tues 2 Nov - 9.30am

### Getting the Best from Facebook

Webinar Tues 9 Nov - 12pm  
Half Day Workshop Fri 12 Nov - 1.30pm

### Effective Websites

Webinar Fri 19 Nov - 12pm  
Half Day Workshop Wed 24 Nov - 9.30am

### Effective Blogging & eMail Marketing

Webinar Mon 29 Nov - 12pm  
Half Day Workshop Tues 7 Dec - 9.30am

For full details and course prices, or to book onto the full term or an individual course, call 01275 370 761 or visit training at [www.gwebusinesswest.co.uk](http://www.gwebusinesswest.co.uk)

### Training Tailored to Your Needs

Alternative to scheduled courses, commissioning a tailored training programme is also available, providing the opportunity to design your own course.

GWE Business West Training & Development provide bespoke solutions that offer high impact training with cost effective delivery. After a free consultation, bespoke training can be delivered in three ways, to match the needs of a business and its employees:-

**1 Scheduled** - select a course from the scheduled training programme and run it in-house.

**2 Tailored** - customise a standard training course and refine modules to your own requirements.

**3 Bespoke** - devise an entirely new training course from scratch.

With over twenty years experience, GWE Business West Training & Development provides interactive and thought provoking learning opportunities in a wide range of areas. And, understanding the challenges that businesses face today, they are able to offer different ways in which to learn, that are specifically designed for business.

A strong partnership with a bank of specialist trainers and high profile visiting speakers, who have extensive knowledge gained from different sectors and experiences in business ensure a high quality service.

For information on all learning opportunities and scheduled courses visit [www.gwebusinesswest.co.uk](http://www.gwebusinesswest.co.uk), call 01275 370 761 or email [training@gwebusinesswest.co.uk](mailto:training@gwebusinesswest.co.uk)



## Businesses challenged to put first aid on the agenda

Businesses in the Swindon and Wiltshire area are being urged to recognise first aid as a vital element of their corporate social responsibility as a way to reduce the number of unnecessary deaths that happen every year.

The charity recently found that each year up to 150,000 people die in situations where first aid could have given them a chance to live\*. Research by St John Ambulance also revealed that more than half (53%) of people in the Swindon area would like first aid training at work.

St John Ambulance is challenging Swindon employers to take action by providing first aid training to as many employees as possible as part of their corporate and social responsibilities or as an employee benefit rather than just a tick box exercise.

Regional Marketing Manager Elaine Leighton said: "Many organisations have CSR policies or community initiatives that tackle problems we face as a society, such as making their practises more sustainable.

"It's encouraging that businesses want to prevent long-term effects on our environment but by also training more people in first aid they can give staff the ability to make an immediate difference between a life saved and a life lost.

"Companies are already required to train a minimum number of staff in first aid. We are asking them to go further and train as many employees as possible or at least help spread basic first aid knowledge within the workplace.

"We can reduce the number of people dying needlessly while employees feel empowered, cared for and recognise the positive contribution their employer is making. Many businesses offer employees gym memberships or language lessons, but what could be more important than equipping your workforce with the skills to save a life?"

Elaine Leighton added: "First aid training helps to keep employees safe, and provides them with life saving knowledge that benefits not only their colleagues, but their families, friends and community." "What better legacy for an organisation to leave than life itself, and the ability to preserve it."

St John Ambulance is reinforcing this message with a trade advertising campaign which builds on the success of its recent award-winning national adverts. The charity plans to introduce a national awards programme next year to recognise businesses leading the way in first aid.

St John Ambulance has three training venues in the area at Swindon, Chippenham and Devizes or can deliver courses on-site.

For a free needs assessment or to book a first aid course, call 08447 70 48 01 or text 'needs' to 88008 or visit [sja.org.uk](http://sja.org.uk).

# New networking scheme for employers launched

As part of Swindon College's apprenticeship campaign to encourage employers to hire an apprentice, the College has launched the 'Apprenticeship Employer Network' for businesses in Wiltshire who employ or who are looking to employ an apprentice.

The Apprenticeship Employer Network is a new, free initiative designed to bring employers together to discuss common experiences and benefits while also accessing the vacancy matching service, candidate pre-screening, organisational needs analysis and free advice on funding. The scheme's priority will be to match the right employers with the right apprentices.

The new network will offer a host of benefits to members including a dedicated key account managers, use of our specialist Apprenticeship Recruitment Service, a guarantee to cut recruitment costs, a free organisational needs analysis, access to information on the most up to date funding and free access to networking events.

Andrea Fitzgerald, Business Development Manager said: "This is an exciting new initiative that is being

launched by Swindon College. The inaugural Apprenticeship Employer Network event will be held on Wednesday 15th September starting at 6pm at the College. This will be a free networking event and it will give employers the chance to meet other employers and businesses and to listen to key speakers on topical events."

Swindon College still has apprentices in a number of industry sectors who are looking for employment in; Business Administration, Hospitality, Engineering and Electrical, Motor Vehicle, Warehousing, Construction: Bricklaying, Plumbing, Painting & Decorating and Carpentry. If you think that your business could take on one of our apprentices please contact our dedicated employer services team on (01793) 498208 or email [apprenticeships@swindon-college.ac.uk](mailto:apprenticeships@swindon-college.ac.uk).

For more information on how to become a member of the Swindon College Apprenticeship Employer Network and to attend the next Networking event please contact Andrea Fitzgerald on 01793 498404 or [andrea Fitzgerald@swindon-college.ac.uk](mailto:andrea Fitzgerald@swindon-college.ac.uk)

## Student's New Yorker trial

With a passion for photography and eye for an image, photojournalism student Deborah Coleman has attracted the attention of the New Yorker's visuals editor.

Elisabeth Biondi reviewed Deborah's work after the third year class at the University of Gloucestershire submitted a selection of work to Source, a quarterly magazine of contemporary photography.

Elisabeth joined Charlotte Cotton, Creative Director from the National Media Museum as special guest curators, making their choices from Graduate Photography 2010. Deborah's portfolio focused on

Wootton Bassett, and the repatriation of servicemen and women to nearby RAF Lyneham.

"Over 650 students submitted work to Source Graduate Photography Online," said Deborah, "and there were two industry professionals invited to review the work."

Praising her work, Elisabeth said: "Her pictures are honest and without frills. She brings us emotionally close to what she observes. Her pictures move us deeply, making us think about loss in our own life."

Deborah has recently graduated and following the end of her studies was offered a three month contract as a hospital medical photographer.



Swindon College

# Apprenticeships



EMPLOYER NETWORK

Become a member of the Swindon College Apprenticeship Employer Network and join us at Swindon College on the

**Wednesday 15th September at 6pm**

This **FREE** event will give you the chance to:

- Meet other employers and businesses
- Find out more about our specialist Apprenticeship Recruitment Service
- Listen to key speakers on topical events
- Access advice on funding



Apprenticeships



Business first

For more information or to book your place please contact Andrea Fitzgerald on (01793) 498404 or email [andrea Fitzgerald@swindon-college.ac.uk](mailto:andrea Fitzgerald@swindon-college.ac.uk)

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