



## Small-Scale Development Programme

### Example Timetable 2018

Day 1	
2.30pm onwards	Check-in to rooms
4.00pm-4.30pm	Registration
4.30pm-4.45pm	<b>WELCOME ADDRESS</b> AMA
4.45pm - 5.15pm	<b>GETTING TO KNOW EACH OTHER</b> Activity planning Mel Larsen, Consultant, Mel Larsen and Associates
5.15pm-5.30pm	<b>OVERVIEW</b> Helen Palmer, Director, Palmer Squared
5.30pm - 6.30pm	<b>MODULE 1</b> Vision, purpose and future direction Mel Larsen
7.00pm	<b>DINNER</b>

Day 2	
9.00am-10.30am	<b>MODULE 1 – Continuation</b>
10.30am - 10.45am	Refreshments
10.45am-12.15pm	<b>MODULE 2</b> Developing your brand Jo Taylor, Director, Morris Hargreaves McIntyre
12.15pm-12.45pm	<b>MODULE 2 ACTION PLANNING REFLECTION SETS</b> 15 mins – filling in the Action Plan on your own 15 mins - sharing what you've included with your reflection set group
12.45pm-1.30pm	<b>LUNCH</b>
1.30pm-2.30pm	<b>MODULE 3</b> Engaging audiences - to cover what a fully worked up marketing strategy looks like Helen Palmer, Director, Palmer Squared

2.30pm-3.00pm	<b>MODULE 3 ACTION PLANNING REFLECTION SETS</b> 15 mins — filling in the Action Plan 15 mins — sharing what you've included with your reflection set group
3.00pm-3.15pm	Refreshments
3.15pm-4.00pm	<b>MODULE 4</b> Exploring opportunities Mel Larsen
4.00pm-4.30pm	<b>MODULE 5</b> Stakeholder Analysis Helen Palmer
4.30pm-5.15pm	<b>MODULE 4&amp;5 ACTION PLANNING REFLECTION SETS</b> 15 mins — filling in the Action Plan 15 mins - sharing what you've included with your reflection set group
5.15pm-5.45pm	<b>1-2-1 SURGERIES</b>
7.00pm	<b>DINNER</b>

<b>Day 3</b>	
9.00am-10.00am	<b>MODULE 6</b> Developing strategic marketing options Helen Palmer
10.00am-10.45am	<b>MODULE 6 ACTION PLANNING REFLECTION SETS</b> 15 mins — filling in the Action Plan 15 mins — sharing what you've included with your reflection set group
10.00am-10.45am	<b>1-2-1 SURGERIES</b>
10.45am-12.00pm	<b>MODULE 7</b> Evaluation Jo Taylor
12.00pm-12.45pm	<b>MODULE 8</b> Choosing the optimum strategies for your organisation Helen Palmer
12.45pm-1.15pm	<b>LUNCH</b>
1.15pm-2.00pm	<b>MODULE 7&amp;8 ACTION PLANNING REFLECTION SETS</b> 15 mins — filling in the Action Plan

	15 mins - sharing what you've included with your reflection set group
1.15pm-2.00pm	<b>1-2-1 SURGERIES</b>
2.00pm-3.45pm	<b>MODULE 9</b> Marketing communications Jo Taylor
3.45pm-4.00pm	Refreshments
4.00pm-4.45pm	<b>FINAL REFLECTION SET</b> Mel Larsen
4.45pm	Event ends