



Small-Scale Development Programme

Example Timetable

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

Day 2	
9.00am-10.30am	MODULE 1 – Continuation
10.30am - 10.45am	Break
10.45am-12.15pm	MODULE 2 Developing your brand Jo Taylor, Director, Morris Hargreaves McIntyre
12.15pm-12.45pm	MODULE 2 ACTION PLANNING REFLECTION SETS 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	LUNCH
1.30pm-2.30pm	MODULE 3 Engaging audiences - to cover what a fully worked up

	marketing strategy looks like Helen Palmer, Director, Palmer Squared
2.30pm-3.00pm	MODULE 3 ACTION PLANNING REFLECTION SETS 15 mins — filling in the Action Plan 15 mins — sharing what you've included with your reflection set group
3.00pm-3.15pm	Break
3.15pm-4.00pm	MODULE 4 Exploring opportunities Mel Larsen
4.00pm-4.45pm	MODULE 5 Choosing the optimum strategies for your organisation Helen Palmer
4.45pm-5.30pm	MODULE 4&5 ACTION PLANNING REFLECTION SETS 15 mins — filling in the Action Plan 15 mins - sharing what you've included with your reflection set groups OR Screening OR Downtime
5.30pm-6.00pm	1-2-1 SURGERIES
7.00pm	DINNER

Day 3	
9.00am-10.00am	MODULE 6 Developing strategic marketing options Helen Palmer
10.00am-10.45am	MODULE 6 ACTION PLANNING REFLECTION SETS 15 mins — filling in the Action Plan 15 mins — sharing what you've included with your reflection set group OR Downtime OR:
10.00am-10.45am	1-2-1 SURGERIES
10.45am-11.15pm	MODULE 7

	Evaluation Jo Taylor
11.15am - 11.30am	Break
11.30am - 12.00pm	MODULE 8 Stakeholder Analysis Helen Palmer
12.00pm - 12.45pm	MODULE 7&8 ACTION PLANNING REFLECTION SETS 15 mins — filling in the Action Plan 15 mins - sharing what you've included with your reflection set group OR Downtime OR:
12.00pm - 12.45pm	1-2-1 SURGERIES
12.45pm-1.30pm	LUNCH
1.30pm - 3.15pm	MODULE 9 Marketing communications Jo Taylor
3.15pm-3.30pm	Break
3.30pm - 4.15pm	FINAL REFLECTION SET Mel Larsen
4.15pm	Event ends