

REED
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BRAND NEW STUFF

www.reedlearning.co.uk/deals

20% discount

Between 25th – 29th May call us and book any course from the Finance stream quoting FN54 and receive 20% off

15% discount

Between 4th – 8th May call us and book any course from the Personal Development stream quoting PD51 and receive 15% off

25% discount

Between 1st – 5th June call us and book any course from the Marketing stream quoting MK61 and receive 25% off

30% discount

Between 15th – 19th June call us and book any course from the PA and Secretarial stream quoting PA63 and receive 30% off

30% discount

Between 25th – 29th May call us and book any course from the Project Management stream quoting PM54 and receive 30% off

25% discount

Between 4th – 8th May call us and book any course from the Sales and Customer Service stream quoting SA51 and receive 25% off

50% discount

Between 1st – 5th June call us and book any course from Management Development quoting MD61 and receive 50% off

20% discount

Between 15th – 19th June call us and book any course from the HR, Training and Recruitment stream quoting HR63 and receive 20% off

It's not easy to stay optimistic when you're faced with economic uncertainty, but speeding up in the slow down is not impossible. If you need to get more done with less this year, we're introducing 10 new programmes that will help.

NEW THIS MONTH

Mailiens – £139 + VAT, per user

Best practice email use for increased business efficiency.

Recession Proofing – Managing in a Downturn – 1 Day, £389 + VAT

Tips on managing in tricky economic conditions.

Project Management Boot Camp – 5 Days, £1500 + VAT

Get PRINCE2® certified, and gain the practical tips and techniques to ensure everything runs smoothly.

Post-graduate Certificate in International Business – 10 Days, £4,250 + VAT

A management qualification equivalent to a third of an MBA, structured to fit around you.

CIPD Accreditation Without Exams

Workplace-based Professional Assessment of Competence (PAC) programmes from the Watson Martin Partnership.



REED LEARNING'S GOOGLE MARKETING ACADEMY

We are delighted to offer the only search marketing courses in the UK accredited by Google. These five brand new programmes will teach you best practice to make your website easy to find, track your online performance and increase your sales. Developed in partnership with the Google experts, one of these courses could be the best investment you make this year.

Google AdWords – 1 Day, £499 + VAT

Attract new customers online

Advanced Google AdWords – 1 Day, £499 + VAT

Optimise campaigns for best performance

Google Analytics – 1 Day, £499 + VAT

Track your online performance

Advanced Google Analytics – 1 Day, £499 + VAT

In-depth analysis and insight for online marketers

Search Engine Optimisation – 1 Day, £499 + VAT

Get found online by maximising your site's potential

For more information or to book visit www.reedlearning.co.uk/google or call us on 0800 123 448

BOOK EARLY FOR THE BEST PRICES IN THE REED LEARNING SUMMER SALE

Choose a course running in July or August, and make big savings by booking early:

- Get 30% off when booked in May*
- Get 20% off when booked in June*
- Get 10% off when booked in July*

Just quote SUMMER at the time of booking to use this offer.

*Terms and conditions apply, visit www.reedlearning.co.uk/terms



NSI



Attend any course in this stream and receive:

Google AdWords
£50.00*
FREE ADVERTISING

* this offer only applies to new Google AdWords accounts

Speeding up in a slow down

IMPROVE EFFICIENCY BY 5% WITH MAILIENS

These little guys could change your business in a serious way

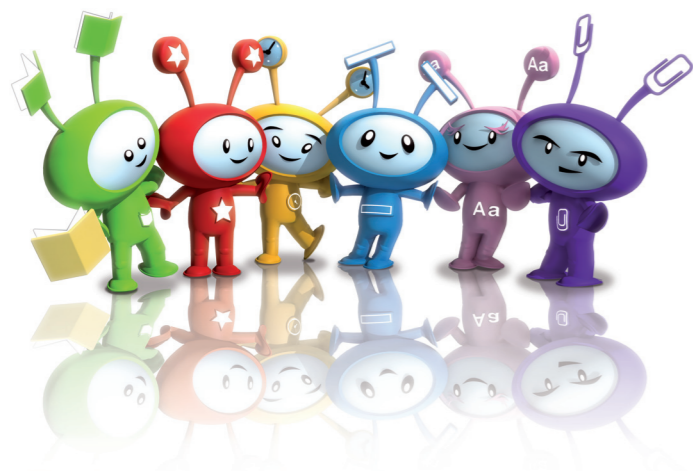
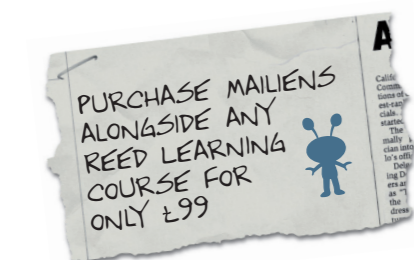
We'd like to introduce you to the Mailiens: six characters who could quickly and dramatically improve productivity in your organisation. The Mailiens programme teaches best practice email use through a combination of fun and flexible, face-to-face and online training. This blended approach, combined with 'viral' communication throughout the business, ensures powerful reinforcement proven to produce remarkable results.

Proven to save you time and money

A Mailiens programme at a multinational FMCG company resulted in average savings of 26 minutes per person per day. In an organisation of 500 people, that equates to 5000 days worth of time saved in a year.

Anytime, anywhere...

The Mailiens can be bought online and all you need is access to the internet to begin to reap the benefits of best practice email use. The Mailiens are available separately for £139 per person or for as little as £25 per person when purchased on an organisation-wide licence.



RECESSION PROOFING – MANAGING IN A DOWN-TURN 1 DAY, £389 + VAT

This course is for managers and directors looking for tips and practical advice on navigating the uncharted waters of the current UK economy.

Looking at the core components of your business's financial operation, and examining ways to preserve profits in difficult times, attendees will learn how to manage the implications of reduced availability of credit, the true cost of capital, and steps that can be taken to improve the company's cash flow.

This course will be run at our London venue, with the next event on May 1st. Visit www.reedlearning.co.uk/rp for more details or call our customer service team on 0800 132 448.



"When strong winds are blowing, some hide behind walls and others build windmills." Chinese Proverb

WAYS TO GET MORE FOR LESS

If you have four or more delegates with the same training need it is likely to be more cost effective to run an in-house course. Not only will you save money, but the course content can be tailored to your exact requirements.

If you're looking for savings, here are some more budget busting training options:

Flexible Learning

Specially designed 90-minute or half-day bite-sized sessions based on our most popular courses

Training surgery

A day of drop-in sessions for individuals can be a cost effective way to deal with a multitude of training needs

360° assessment & feedback

Now available to buy online for as little as £54 per report

Holding accounts

Want to hang on to your budget? Put it in one of our holding accounts. This option offers you more time to decide how and when to spend on training, wait for the best offers, or save for a larger training initiative.

For help on getting the most from your budget, call us now on 020 7520 6600 or visit www.reedlearning.co.uk/incompany

Professional qualifications



POST-GRADUATE CERTIFICATE IN INTERNATIONAL BUSINESS 10 DAYS, £4,250 + VAT

In partnership with Royal Holloway, University of London

This qualification is suitable for managers looking to expand their knowledge across all areas of international business and management, with a mix of practical business skills and academic theory. Royal Holloway's strength in international business research means that you will gain a global perspective on how to successfully manage your business. At the end of the programme, you'll be equipped with the technical and leadership skills to drive improvements in your organisation, along with a leading postgraduate qualification.

The Post-Graduate Certificate in International Business is equivalent to approximately one third of a full MBA. This qualification will count as credits towards either an MSc or an MBA.

This modular programme is structured to be completed over a period of 18 months, with a written assignment and an exam to be completed following each module. One face-to-face, two-day session takes place approximately every 3-4 months, and is fully supported with self-study via extensive reading materials, custom exercises and a ground breaking Virtual Learning Environment. The modules are:

Module 1: International Accounting and Finance

Module 2: International Human Resource Management and Organisational Behaviour

Module 3: Information Systems and Operations Management

Module 4: International Marketing

Module 5: International Strategy

For more information or to book visit www.reedlearning.co.uk/rhul or call us on 0800 132 448



CIPD ACCREDITATION WITHOUT EXAMS

Over 75% of advertised HR jobs require candidates to be CIPD qualified. But many HR professionals are unaware of the variety of ways this qualification can be achieved. Reed Learning, in association with the Watson Martin Partnership, can now offer Professional Assessment of Competence (PAC) programmes, which can allow you to achieve Chartered CIPD status in as little as 10 weeks, without taking any exams.

PAC programmes:

Standard Programme 12 months, £3,950 + VAT

Executive Programme 10 weeks, £5,500 + VAT

For more information visit www.reedlearning.co.uk/cipd or call 020 7932 2760

PROJECT MANAGEMENT BOOT CAMP 5 DAYS, £1,500 + VAT

Gain the essential project management toolkit and an internationally recognised qualification in just one week – and at a fraction of the usual cost!

Day 1: PRINCE2® – Project environment, principles & starting up a project

Day 2: Finance for project managers

Day 3: PRINCE2® – Directing a project & initiating a project

Day 4: People skills for project managers

Day 5: PRINCE2® – Including examination

The boot camp will be running from July 6th – 10th. For more information or to book visit www.reedlearning.co.uk or call us on 0800 132 448



CMI LEVEL 5 AWARD IN MANAGEMENT AND LEADERSHIP 7 OR 8 DAYS, £3,250 + VAT

Our CMI accredited management qualifications now includes the green manager as an elective option. This two-day training course is the first ever "green" programme to be accredited by the Chartered Management Institute (CMI).

Mike Sharkey, Business Development Manager at the Chartered Management Institute says: "We are pleased to accredit a course that recognises a green approach to management as a core skill. I would recommend this qualification to any manager who wants to attain tangible business benefits via the implementation of a best practice environmental strategy".

For details of the full certificate visit www.reedlearning.co.uk or call 0800132 448

