

The Power of New Media Workshops



Can you be a workshop host?

sounddelivery is a forward-looking, innovative, not-for-profit communications and training company for the third sector.



We equip charities, social enterprises and community groups with the tools to shape and sharpen their key messages and the confidence and knowhow to reach out to new audiences. We have pioneered the use of new media skills including podcasting to help organisations show in a dynamic way who they are and what they do. Our aim is to teach participants to collect stories, case studies and other relevant audio through practical training. Participants are taught storytelling skills, how to conduct an interview, do simple editing and create MP3 files for a podcast.

So how can you be involved?

sounddelivery is looking for companies to act as 'hosts' for these workshops. We would like a host company to provide a meeting room for up to 14 workshop participants and two trainers. The meeting room should have internet access and a big screen projector for a laptop and you would also provide lunch and refreshments. By hosting an event your company would be part of an important development in charity communications and also enable small charities to be offered subsidised places. We have already held training workshops for the following organisations: Macmillan Cancer Support, Age Concern, Barnardo's, Thames Reach and Medair. Their feedback has been fantastic.

Audio is an enterprising solution to engage an audience and inspire a greater interest in the work of charities.

New for 2007

Power of Video, Power of Blogging. **sounddelivery** has been approached for training workshops in video and blogging. These are presently being developed and we would like to pilot these workshops early in the New Year.

A commitment to 'more than profit'

sounddelivery's founder is Jude Habib, a social entrepreneur who believes in using an enterprising approach to contribute towards social change in the UK and overseas. Jude spent 10 years as a BBC producer delivering broadcast campaigns that focused on tough social issues. **sounddelivery** is a social enterprise which does not just focus on the bottom line, but aims to make a real difference to the world in which we live and work.

'I am very glad we were able to help and that you had such a great day. Part of my job is to help local communities and I think what you are offering is of tremendous benefit.'

Linda Harris
FSA

'Jude Habib seems ideally placed to help charities, being an ex BBC Radio reporter and one of the few social entrepreneurs offering training courses for charities in this area. We were delighted to host her audio workshop.'

John Hildebrand
Director
Investec Investment
Management

'The best course I have been on in a long time.'

Age Concern

'It was a great way to learn the relevant skills and build confidence. I would highly recommend the course.'

Mersey Basin



To host a course or to find out more about **sounddelivery**, contact director Jude Habib

jude@sounddelivery.org.uk

+ 44 (0) 20 8888 2951

+ 44 (0) 7803 721481

www.sounddelivery.org.uk