



# Marketing support from learndirect scotland

learndirect scotland is keen to work in partnership with organisation's to promote learning across Scotland. There is a selection of resources available to help with promoting learning. Details can be found on the website at [www.lds4partners.com](http://www.lds4partners.com).

## **What publicity materials are available?**

A range of learndirect scotland publicity materials can be ordered for use either at your own learning events, talks – or just to put out in display in public areas, including leaflets, leaflet dispensers, posters and window stickers. A4 leaflets outlining learndirect scotland services are also available in Czech, Polish, Slovak, French, Turkish, Kurdish, Farsi, Arabic, Urdu, Punjabi and Mandarin. They can be found at the [www.lds4partners.com](http://www.lds4partners.com). All materials and delivery costs are completely free of charge.

## **Is there help for organisations wanting to plan and run learning events?**

To help with learning events there is a DIY Give it a Go! kit that can be ordered from learndirect scotland. Give it a Go! events are community-based family fun days, aimed at encouraging people to see the benefits of learning and show them ways to get involved. learndirect scotland worked with a number of organisations on these events – and now it is possible to borrow a kit so that organisations can run their own events.

The kit is an 'event in a box', and in it is everything you need from a camera to capture the day to a promotional stand. There is even sticky tape, pens and badge holders! To help organise the event there is a step-by-step guide to help with planning the event and to give hints and tips on ways to make it as successful as possible. Also, from learndirect scotland there is help with organising the printing of posters and leaflets to promote the event.

Kits are available for partner organisations' use, all that is required is that an organisation works in partnership with at least two other organisations. The kit will need to be booked at least 8 weeks in advance to ensure there is enough time to promote and plan the event. Booking forms are available online, and further information can be found by contacting Sharon Morrow at 0141 285 6000 or [sharonm@learndirectscotland.com](mailto:sharonm@learndirectscotland.com).

## **For community events that are not completely learning focussed what help is available?**

If there are events due to take place in the local

community that may be appropriate for learndirect scotland to have a presence at (e.g. local gala days, etc), get in touch to see what support can be offered.

Where possible learndirect scotland will attend to let people find out more about the kind of advice and support to learning that is available.

It is also possible to request a promotional item pack – where there is a mix of approximately 50 items made up of pens, notebooks, keyrings, bags and other current promotional items in stock (please contact learndirect scotland to discuss at 0141 285 6000 or [enquiries@learndirectscotland.com](mailto:enquiries@learndirectscotland.com)).

## **Is it possible to use learndirect scotland logos on publicity materials?**

High resolution learndirect scotland logos can be downloaded for use in publications about learning. There is also a style guide (pdf file) that can be downloaded that includes guidelines for using the brand marks. learndirect scotland's marketing team would be happy to have a look at any item that is being produced to advise on the use of branding. An e-mail of a pdf can be sent to [enquiries@learndirectscotland.com](mailto:enquiries@learndirectscotland.com).

## **Is it possible to have a web link to learndirect scotland?**

People can be signposted to the learndirect scotland website for information on learning and a button advertisement is available to download for organisations who wish to signpost their website visitors to the learndirect scotland course search. This can be found on [www.lds4partners.com](http://www.lds4partners.com).

## **Can learndirect scotland provide any Public Relations (PR) support?**

To widen the reach of good news stories, learndirect scotland would ask all organisations to share any news items, learning successes, potential case studies and details of any learning events that are happening so that the details can be put up on the learndirect scotland website or in e-newsletters.

To help organisations generate their own PR activity around learning a 'media awareness' pack is available to download from [www.lds4centres.com](http://www.lds4centres.com)