

SEHG IN-PERSON WORKSHOP SERIES

Marketing Basics

Instructor-Led Workshop · Facilitator Kit

Complete facilitator kit for delivering the SEHG Marketing Basics workshop on site — training manual, instructor guide, slides, icebreakers, quick-reference sheets, and completion certificates.

WHAT'S IN THIS KIT

01 · Training Manual (participant workbook)

02 · Instructor Guide (facilitator script & timings)

03 · Icebreakers & Activities

04 · Presentation Slides

05 · Quick Reference Sheets (takeaway)

06 · Certificate of Completion

SEHG-SM-4554 · IN-PERSON WORKSHOP KIT

synergyeducationholdings.com

Marketing Basics

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About This Workshop

Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits, the big picture is revealed. Your participants will be given an introduction to marketing and its benefits. If you are not marketing your business you will not grow, and if you do not grow you will not succeed. Marketing Basics will provide basic knowledge to your participants, and give them the ability to build and grow their business. Marketing has changed a lot recently and having a new perspective will give your participants the needed information to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

Workshop Objectives

- Define your market.
- Know the different types of marketing and ways to use them.
- Learn effective ways of communicating with the customer.
- Know how to set marketing goals and strategies.
- Recognize common marketing mistakes and know how to avoid them.

Format & Delivery

- Instructor-led session, delivered on site or SEHG-hosted
- Includes participant workbooks, activities, and takeaway reference sheets
- Every participant receives an SEHG Certificate of Completion
- Pairs with the SEHG online Marketing Basics course for pre-work and reinforcement

Preparing & Delivering the Workshop

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Before the Workshop

- Review the Instructor Guide end to end — timings, scripts, and activity setup
- Print one Training Manual and one Quick Reference Sheet per participant
- Load the Presentation Slides and test the projector, audio, and clicker
- Choose 1–2 icebreakers from the kit that fit the group size and room
- Prepare blank Certificates of Completion for sign-off at close

Checking Out the Venue

- Adequate seating with clear sight lines to the facilitator and screen
- Projector compatibility, cables, and extension cords tested in advance
- Lighting that lets participants see you, their notes, and the screen
- Space for group activities, plus a table for handouts and materials

Closing the Session

- Recap the workshop objectives and each participant's key takeaway
- Distribute the Quick Reference Sheet as the on-the-job takeaway
- Present the SEHG Certificate of Completion to each participant
- Point participants at the paired SEHG online course for reinforcement

Book this workshop

Contact your SEHG program advisor to schedule this workshop for your team, or add it to any SEHG learning program as the in-person option.

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Certificate of Completion

This certificate is proudly presented to

for successfully completing the SEHG in-person workshop

Marketing Basics

Awarded this ____ day of _____, 20__

Facilitator Name & Title



Synergy Education Holdings Group