

## **SOSTAC® Marketing Planning Masterclass Series** **(<https://www.activelink.ie/node/113878>)**

### **Transform Your Marketing Strategies with SOSTAC®**

#### **Join Our Inspiring Online SOSTAC® Masterclass Series**

Are you part of the community and voluntary sector looking to enhance your marketing planning skills? Join marketing expert Lydia McClelland for a **4 x half-day online training course** (commencing Thursday 8 May) and become a **SOSTAC® Certified Planner**.

SOSTAC® is a world-renowned marketing planning framework that simplifies strategy development and execution. This interactive and practical course will help you **create effective marketing strategies**, avoid common pitfalls, and measure success with confidence.

#### **Why Attend?**

- **Master the SOSTAC® Framework:** Learn to **analyse your market, set clear objectives, develop strategy, execute effective tactics, and measure performance.**
- **Earn a Recognised Certification:** Successfully complete the 1-hour online exam\* and become a **SOSTAC® Certified Planner.**
- **Enhance Your Impact:** Whether you're improving fundraising campaigns, growing awareness, or engaging your audience, this masterclass will provide the skills you need.
- **Practical Takeaways:** Receive a **detailed masterclass workbook** and **SOSTAC® planning template** to apply immediately to your marketing activities.

#### **What You Will Learn**

1. **Analyse Your Market** – Conduct a Situation Analysis to understand your current position.
2. **Clarify Your Objectives** – Set measurable and achievable marketing goals.
3. **Develop Your Strategy** – Create a roadmap to achieve your objectives.
4. **Execute Tactical Plans** – Leverage digital tools, social media, and email marketing effectively.
5. **Avoid Common Mistakes** – Learn from real-world examples and case studies.
6. **Measure & Improve Performance** – Use metrics to track progress and refine strategies.

Learn more [www.lmc-associates.co.uk/sostac-training](http://www.lmc-associates.co.uk/sostac-training) (<http://www.lmc-associates.co.uk/sostac-training>)

#### **Who Should Attend?**

This course is ideal for professionals in the **community and voluntary sector**, including:

- Marketing and Communications Managers
- Fundraising and Development Officers
- Charity and Social Enterprise Leaders
- Public Relations Professionals
- Anyone responsible for marketing within a community-based organisation

#### **Why Choose SOSTAC®?**

SOSTAC® is a proven, easy-to-follow system that has been **voted one of the most effective planning models** in the marketing industry. By mastering SOSTAC®, you will gain **clarity, confidence, and control** over your marketing efforts.

## Course Details & Pricing

- **Delivery Method:** Online via 4 x half-day sessions (online via ZOOM)
- **Next Programme:** May 2025 (8, 15, 22, 29 May)
- **Investment:** €595 /£495+ VAT (20% where applicable)
- **Limited Spaces Available:** Ensure a high-quality learning experience

\*Please note if you wish to take the SOSTAC® Certified Planner exam there is an additional fee of £195 / c €234 payable directly to SOSTAC®

## Course Dates

Our next course commences on **Thursday 8 May (9.30am-12.30pm GMT)** and will run on **Thursday 8, 15, 22, 29 May (online via Zoom)**

Course sizes are small to ensure a quality learning and training environment online

## Meet Your Trainer – Lydia McClelland

Lydia McClelland is a marketing mentor, trainer, and consultant with extensive experience in **helping organisations craft successful marketing strategies**. She is the **only licensed SOSTAC® Certified Trainer in Ireland** delivering training across the UK and Ireland.

## Secure Your Place Today!

Don't miss this opportunity to revolutionise your marketing approach. **Register now to gain expert insights, practical tools, and a globally recognised certification.**

[www.lmc-associates.co.uk/sostac-training](http://www.lmc-associates.co.uk/sostac-training) (<http://www.lmc-associates.co.uk/sostac-training>)

[www.lmc-associates.co.uk/training](http://www.lmc-associates.co.uk/training) (<http://www.lmc-associates.co.uk/training>) **(for all training from LMC Associates)**

### Region

Online / Zoom

[Learn more \(https://www.lmc-associates.co.uk/sostac-training\)](https://www.lmc-associates.co.uk/sostac-training)

### Date Entered/Updated

18th Feb, 2025

### Expiry Date

18th Apr, 2025

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