

Stepping It Up: marketing, branding and selling social enterprise

workshop sessions

1. *Using social outcomes as a marketing tool – [Gallery Hall]*

Speakers: **Serena Vento**, Head of Strategy & Development, klessi
Ruth Henderson, Freelance Creative Consultant, klessi

This session will focus on whether and how social enterprises can leverage on the strength of their social and environmental commitments to gain a marketing advantage. It will cover in detail:

- building a strong competitive profile as a social enterprise
- developing a framework for measuring societal and environmental outcomes
- developing a convincing marketing proposition that incorporates practical performance indicators with key organisational objectives.

2. *Procurement – selling to the public sector – [Room A]*

Speakers: **Stephen Regalado**, Corporate Procurement Officer, LB Lambeth
Michael Stokes, Head of Strategic Procurement, LDA

Focusing on how to sell effectively to public sector procurement officers at both the pre qualification and tendering stage. It will cover in detail:

- what procurers look for from delivery partners
- what they are *not* looking for
- compliance
- winning public sector contracts.

3. *Communicating the social enterprise movement – reaching out to consumers - [Gallery Atrium A]*

Speaker: **Carmel McConnell**, Founder, Magic Breakfast

Facilitator: **Matt Jarratt**, Membership and Communications Manager, SEL

The social enterprise movement has been at the forefront of the policy agenda for some time, but consumers are still confused as to what social enterprise is. This session, with one of the best known social entrepreneurs in the country, will cover:

- who we need to reach with our message and why
- the importance of a clear narrative for social enterprise
- the challenge of creating a strong, unified message from a diverse movement.

4. *Harnessing the potential of new media – [Gallery Atrium B]*

Speakers: **Jude Habib**, Director, Sounddelivery

Emily Dent, Head of Content and Community, St. Luke's

The most powerful and wide reaching but least well understood aspect of marketing is the use of online communications and new media. This session will focus on:

- the marketing potential of social media
- the potential of social media for social enterprises on a shoestring marketing budget
- how to manage ongoing new media communications effectively (how much should you spend?)