

Course fact sheet

020 – Info Burst Spring Season: Pushing the boundaries

Date	See dates below. Each session runs from 6.00pm to 8.00pm
Cost	£40.00 per session or £99 for all three (book before 31.12.09) including coffee and tea
Location	Regents College, Regents Park, Central London
Tutors	For directions and transport links please visit our website at www.lcgd.org.uk Andrew Fisher Tomlin and Adam Frost

Book before 31st December 2009 and get all three for £99!

What did you do in the recession?

020A

12th January 2010

Do you know where you are heading and what you really want from your business? How will you get there if you don't have a plan? One of the main reasons that businesses don't achieve their potential is because of a lack of strategic thought and planning. As we experience the worst downturn since records began its time you had a business plan.

In this session we will explore how to:

- develop a vision for your business,
- write a 2 page business plan that actually works,
- become truly passionate about what you do, and
- get commitment from all your staff to your business mission.

Whether it's just you on your own or if you employ a team of staff, if you're a designer or a landscaper, we'll guide you through the stages of creating a great business plan that works and show you how to follow through with results so that your business comes out of the recession stronger than ever.

The course is led by Andrew Fisher Tomlin, Director of the London College of Garden Design.

Leave the country and work overseas

020B

9th February 2010

Many designers and landscapers are keen to develop their skills and portfolio with projects overseas. You know there are opportunities for exciting, forward thinking design ideas not possible in the UK but where do you start and when you get that first project in another country how do you get it built?

Using live projects as examples we will show you:

- how to identify opportunities,
- structure commissions, and
- build overseas.

We'll explore the pitfalls and the joys of working from a distance so that you can resolve the problems before they happen and enjoy the journey.

The course is led by Andrew Fisher Tomlin and Adam Frost both of whom have thriving businesses serving overseas clients.

Marketing, digital responses and blinking

020C

23rd March 2010

Is your web manager still telling you that you need to get reciprocal links? Did you think we'd spelt marketing wrongly? Well think again. In this evening session we explore the brave new world of marketing and what the future might hold.

We'll get you thinking about your current marketing methods and start creating a strategy that:

- | bins the stuff that isn't working,
- | pitches your best method against new ideas,
- | explores the world of social marketing,
- | looks at what consumers will really want from their garden professional in the future, and
- | will get you starting to think and speak like your customers.

With the speed of change in modern marketing we'll be writing this course the week before with input from leading marketing professionals.

The course is led by Andrew Fisher Tomlin, Director of the London College of Garden Design.

About the tutors

Andrew Fisher Tomlin

Andrew is the Founding Director of Fisher Tomlin, a garden company working across Europe and the Caribbean from offices in London, Paris and Bequia SVG. He is also a director of English Garden Joinery, The London College of Garden Design and a trustee of Thrive, the national charity for horticultural therapy. He lectures on the business of design in the UK and overseas.

Adam Frost

Adam Frost is one of the UK's leading contractors and garden designers winning a Gold medal and Best Urban Garden at Chelsea 2008. He is currently chairman of the Association of Professional Landscapers and expanding his business with projects both in the UK and overseas.

Enrolment

To enrol on this course or to be placed on our mailing list for more information about our courses as they become available please email info@lcfgd.org.uk or call 01483 762955

www.lcfgd.org.uk