Knowledge Exchange Workshops 2016

organised by **NCL Tours** *reliable tour management* & **NCL Nelson College London**

Welcome...

Throughout this booklet, you will see all of the workshops that we have to offer over the coming year. Many of these workshops will be available to Nelson College London students and some will also be aimed at teachers and academic staff.

If you would like to take part in any of the workshops detailed in this booklet, please visit **http://nclvle.co.uk** to look up dates for your chosen workshop and register

Alternatively, you call us on **0208 900 1624** or enquire at the NCL Tours' office or at the reception of the Gants Hill Campus of Nelson College London

Contents

Here are the workshops that we will offer over 2016 and which page they are on if you want more details:

VLE & Turnitin

Essentials courses for Students, Teachers and Academic Staff

The Virtual Learning Environment (VLE) and Turnitin are two of the most fundamental pieces of software you will use at Nelson College London.

We will be running workshops for **students**, **teachers** and **staff** to make sure everyone knows the essentials. Make sure you book your place on one of these workshops and ensure a smooth learning experience.

Workshop Title	For	Date	Location
VLE Essentials	Students	27th January 2016	Gants Hill Campus
VLE Essentials	Students	4th February 2016	Gants Hill Campus
Turnitin Essentials	Students	2nd March 2016	Gants Hill Campus
Turnitin Essentials	Students	10th March 2016	Gants Hill Campus
VLE and Turnitin Essentials	Teachers	14th April 2016	Gants Hill Campus
VLE and Turnitin Essentials	Academic Staff	28th April 2016	Gants Hill Campus
VLE Essentials	Students	18th May 2016	Gants Hill Campus
VLE Essentials	Students	26th May 2016	Gants Hill Campus
Turnitin Essentials	Students	9th June 2016	Gants Hill Campus
Turnitin Essentials	Students	20th July 2016	Gants Hill Campus
VLE and Turnitin Essentials	Teachers	11th August 2016	Gants Hill Campus
VLE and Turnitin Essentials	Academic Staff	17th August 2016	Gants Hill Campus

Online Marketing

The Fundamentals

Come to our workshop and learn how to promote your business effectively online and develop a targeted marketing strategy to engage potential customers

This course covers....

| ONLINE ANALYTICS | SOCIAL MEDIA MARKETING | SEARCH ENGINE OPTIMISATION | EMAIL MARKETING |

Workshop Title	For	Date	Location
Online Marketing Fundamentals	Students & Teachers	11th February 2016	Gants Hill Campus
Online Marketing Fundamentals	Students & Teachers	12th May 2016	Gants Hill Campus

free **Workshop** on

Email Marketing
for beginners

Email
Campaign

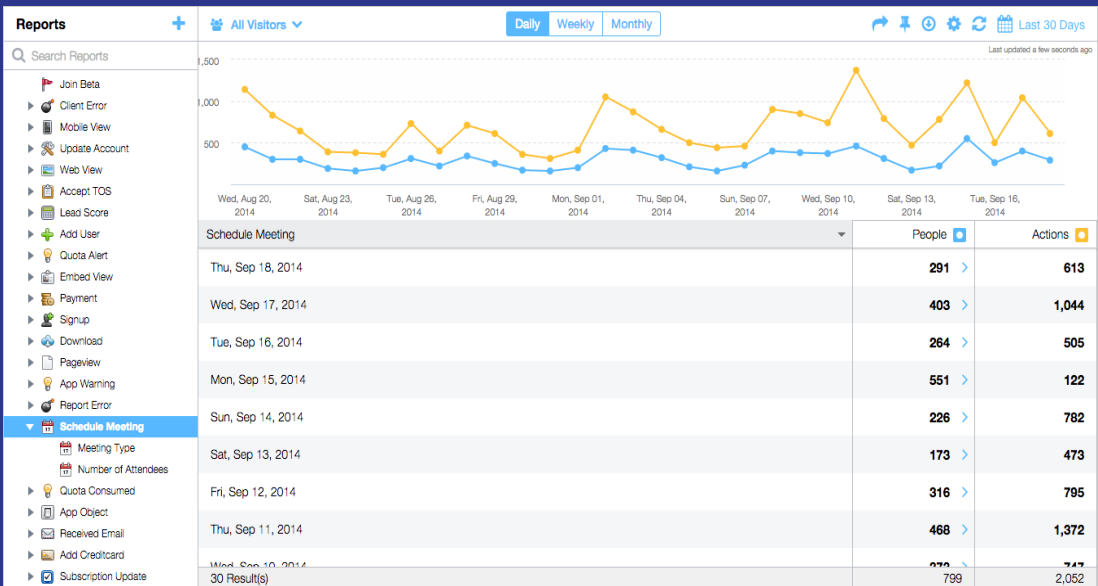| Collect	Create	Send	Share	Analyse
Building and managing your contact lists	Designing and testing your messages	Targeting and scheduling your campaigns	Spreading the message further with social media	Tracking and interpreting your results

Workshop Title	For	Date	Location
Email Marketing Basics	Students & Teachers	11th June 2016	Gants Hill Campus
Email Marketing Basics	Students & Teachers	14th July 2016	Gants Hill Campus

Woopra

Real-time Customer Activity

Woopra is designed to track your new and unidentified website and mobile app users from their first touch.

Workshop Title	For	Date	Location
Real-time Customer Activity in Woopra	Students	15th June 2016	Gants Hill Campus
Real-time Customer Activity in Woopra	Students & Teachers	28th July 2016	Gants Hill Campus

The Basics

If you're looking to build your career within the travel industry, then our workshop on these three core forms of licencing within the industry is essential.

Attend our workshop and learn about these three forms of licencing: ATOL, IATA and ABTA

Workshop Title	For	Date	Location
ATOL, IATA and ABTA: The Basics	Students	23rd June 2016	Gants Hill Campus
ATOL, IATA and ABTA: The Basics	Students & Teachers	3rd August 2016	Gants Hill Campus

AMADEUS Travel and Tourism

The Basics

Keen to get into the travel industry?

Attend our **workshop** on **Amadeus**, one of the standard software packages of the travel industry

Connect with Amadeus
with you, wherever you are

Workshop Title	For	Date	Location
Amadeus Basics in Travel and Tourism	Students	24th March 2016	Gants Hill Campus
Amadeus Basics in Travel and Tourism	Students & Teachers	30th March 2016	Gants Hill Campus
Amadeus Basics in Travel and Tourism	Teachers	20th April 2016	Gants Hill Campus

Dolphin Dynamics

Workshops

If you are keen to **work in the travel industry**, Dolphin Dynamics is essential to learn as it is a very useful tool for organising your sales and keeping records of customers.

We will be running two workshops that will cover the fundamentals of Dolphin Dynamics

| DOLPHIN DYNAMICS FRONT END | DOLPHIN DYNAMICS BACK END |

Workshop Title	For	Date	Location
Dolphin Dynamics: Front End Basics	Students	28th January 2016	Gants Hill Campus
Dolphin Dynamics: Back End Basics	Students	17th February 2016	Gants Hill Campus
Dolphin Dynamics: Front End Basics	Teachers	6th April 2016	Gants Hill Campus
Dolphin Dynamics: Back End Basics	Teachers	4th May 2016	Gants Hill Campus

Using Windows 7: The Basics
for Students

ARE YOU ANXIOUS ABOUT HAVING TO USE A COMPUTER FOR YOUR STUDIES?

Come to our workshop and learn the basic and essential skills you will need to use and navigate Windows 7
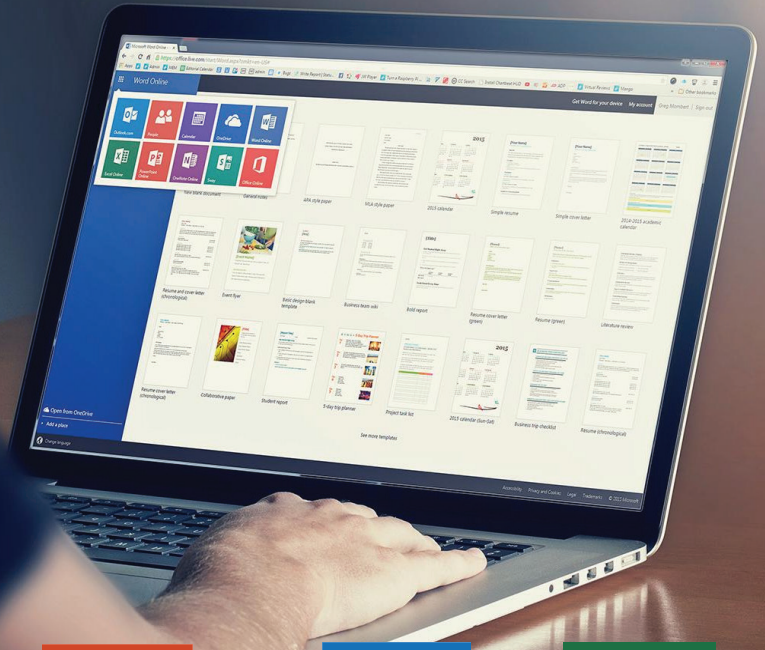

Understanding Windows will help you through your studies and improve your career prospects

Workshop Title	For	Date	Location
Using Windows 7: The Basics	Students	20th January 2016	Gants Hill Campus
Using Windows 7: The Basics	Students & Teachers	25th February 2016	Gants Hill Campus

Microsoft Office

Come to our workshop and learn several of the packages of the Microsoft Office Suite, along with many tricks and techniques to help you produce work to the highest standard

Word   PowerPoint   Outlook   Excel

Workshop Title	For	Date	Location
Using Microsoft Office	Students	21st January 2016	Gants Hill Campus
Using Microsoft Office	Teachers	3rd February 2016	Gants Hill Campus
Using Microsoft Office	Students	16th March 2016	Gants Hill Campus

Lead Generation for Small Businesses

Looking to start a new company and trying to build a network of customers?

Attend our **workshop** on Lead Generation to receive tips and learn skills for generating customers and building your company

Workshop Title	For	Date	Location
Lead Generation for Small Businesses	Students	6th July 2016	Gants Hill Campus

Notes

Notes

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