Training brief

Tell us your requirements

Please fill in and return to [info@sookio.com](mailto:info@sookio.com). Thank you!

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| All Sookio training is bespoke and designed to help your team become more confident in digital marketing. Do tell us as much as you can about your goals and the topics we should cover, and we’ll develop a session to match. Thank you! | |
| About you | |
| **Business name** |  |
| **Your name** |  |
| **Phone** |  |
| **Email** |  |
| **Where would the training take place?** |  |
| **Website** |  |
| **Relevant social media accounts** |  |
| **Which other marketing channels do you use?** |  |
| About your business | |
| 1. **Tell us about your business!**   What are you called, what do you do, how large is the company, where are you based…? | |
| **2. What are your business goals?** And how will this training help you achieve them? | |
| About the training | |
| **3. What sort of training do you need?** What topics should we cover? Is it a one-off session or a whole series of workshops? | |
| **4. How many people will be in the session?** And what is their level of experience in this topic? | |
| **5. What sparked the decision to get training?** Are there any particular challenges you are looking to overcome? | |
| **6. What marketing activities do you have coming up?** Any events or product launches planned? We can build activities into the session. | |
| **7. Who are your competitors?**  And what do you make of their marketing? | |
| **8. Ones to watch** Who does marketing well in your opinion – or badly?! What makes you think this? | |
| **9. Where and when would the training take place?** Anything we need to know about parking or finding the venue? | |
| **10. Tell us about the tech!** Do you have a whiteboard, projector and screen? Is the connection HDMI or VGA?  Are we doing it over Zoom? Please keep cameras on if so. | |
| Keep in touch  Visit the [Sookio website](https://www.sookio.com/training) to find out more about our workshops and training.  Why not [sign up for digital marketing tips](https://www.sookio.com/mailing-list) while you’re there?  Call us on 01223 795079 and chat to the team.  Join us on [Twitter](https://twitter.com/sookio), [Facebook](https://www.facebook.com/sookioltd), [Instagram](https://www.instagram.com/sookio/), [YouTube](https://www.youtube.com/Sookio) and [LinkedIn](https://www.linkedin.com/company/3087432/admin/)  Call in to St John’s Innovation Centre, Cowley Road, Milton, Cambridge CB40WS | |