ISA-UK Online Learning

Whether you're an employee looking to get hired or a manager looking to develop your team, ISA-UK programs build more effective employees with the best training and education resources available in the sign, graphics and visual communications industry.

WHY ISA-UK ONLINE LEARNING?

- **Availability:** All courses can be taken online or on mobile devices. They are on-demand, self-paced and available 24/7.
- **Affordability:** Courses are only £35 for members and £55 for non-members.
- **Advancement:** Not only do skilled employees increase productivity, but surveys show that employee retention increases as well when companies provide opportunities for their employees' growth.

24 COURSES – SIX SUBJECT AREAS

- Digital Signage
- Management
- Marketing
- Print
- Project Management
- Sales

DIGITAL BADGES

Upon completion of an online learning course, you will receive a digital certificate showing your proficiency to share on your CV or social profiles. Digital badges are a portable, verifiable and secure way to showcase the skills and competencies you have learned.

GET STARTED!

Login to uksigns.org/online-learning to register for courses.

DIGITAL SIGNAGE

<u>Applications and Where to Sell Digital Signage</u>
Discover where to find new business in digital signage and learn how to increase your bottom line. Potential customers are waiting for you to find them.

<u>Art and Craft of Selling Digital Signage to Your Clients</u>
Who exactly are the potential customers for digital signage? Learn who the customers are and how to use your current skills and expertise, with a little education about digital signage, to increase your business with both current and new clients.

<u>Digital Signage: Fail to Plan, Plan to Fail</u>
The majority of failures for those entering the digital signage industry can be directly traced to a lack of planning and due diligence up front. Gain an understanding of the major business issues that face the digital signage industry, enabling you to create a solid business plan.

<u>Digital Signage: The 7 Key Elements</u>
Learn the basics of digital signage, market growth and the seven key elements of digital signage (business, content, design, software, hardware, connectivity, and operations).

<u>Digital Signage: Turning on Digital Signage</u>
Digital Signage: What exactly is it? What's the market size and growth potential? What are the applications? Ultimately, how do I add it to my business and sell it? This course will answer all of these questions, and more.

<u>Introduction to Digital Signage: Where is the Profit?</u>
The key to achieving success in digital signage is to understand the major elements that are involved. Learn how to increase your revenue and capture reoccurring revenue by expanding your business into digital signage with minimal investment and time.

<u>Small Shops, Big Wins: Sales Strategies for Sign Shops</u>
Sign shops have proven that digital signage is a perfect product for many of their clients, and these shops have already blazed a trail for success. Use these proven tactics to build a digital sales strategy that fits your shop and engages your clients. Discover the optimal types of "static sign" clients for sales of digital signage, and learn techniques to ignite their interest in digital signage. Match the product to the prospect and learn what you need to include in a winning digital sign proposal.

MANAGEMENT

CEU Credits: These management courses are approved for .1 CEU credits each by the International Code Council (ICC). Once you complete the course, ISA-UK will send you a certificate of completion, which provides you with the information you need for your CEUs.

Different Generations in the Workplace – What Really Motivates?

How often have you heard people say, "This generation just doesn't have the same work ethic!"? This course will answer that question and explore what is really different about other age groups. See how motivation works with other generations, get insights into what employees deserve to be more effective plus practical tools to properly harness everyone's motivation.

Effectively Leading and Developing the Next Generation

As your organisation is looking to move forward, does the next generation of leaders have what is needed? Gain an awareness of the issues and challenges around leading and developing people properly, so they may step effectively into increased leadership responsibilities.

Transitioning Effectively to a Supervisor or Management Role

You know how to manage and motivate yourself, but how do you effectively get work done through others and still get your own tasks done? Learn how to allocate your time, delegate effectively, and hold employees accountable in a positive way that helps them be more productive.

MARKETING

Building a More Design-Centric Sign Company
How does a sign company stand out? Offering premier design services is one way to raise the bar of the work being sold. It can also serve as a means to move from a commodity-based business to more of a service-based business.

Estimating for Profit – Moving from "Best Guess" to "Best Practice"
If you are like most sign companies, you probably find the role of estimating to be one of the most critical and yet, frustrating components in running your business. You are constantly battling between losing jobs because the competition beat you to the punch in producing a proposal, and losing money when a job doesn't go as estimated. The estimating challenge in the sign industry is really a double-edged sword, as "good" estimates need to be both fast and accurate. Learn how to clarify what an estimate is and isn't and gain an understanding of the many uses of a good estimate.

How to Get the Job at Your Price
Learn how to sell the value of your company rather than defend the cost of your work. Learn professional sales and marketing strategies that you can put to immediate use to avoid the price shopping rat race.

How to Get Top-Dollar Marketing Results Without Spending a Fortune
Are your marketing efforts consistent with the widely-accepted belief that "people buy from people who they like, trust and with whom it is convenient to do business"? Learn how to make your marketing message and image become "top of mind" and get your products in the hands of your ideal target clientele without busting your budget. Becoming a "brand name" that's recognised throughout your marketplace is easier than you may think. Learn tips and techniques necessary to have your customers think of you first when they are shopping for the things you sell.

Marketing Strategies for Sign Companies
Marketing is not a luxury afforded only to large companies that have the budget for a full team of marketing professionals. There are small and affordable strategies you can begin to implement today to help you put your company's best foot forward. Learn a few easy-to-implement strategies that can elevate your company to be fully representative of your capabilities and core values and to help you win business. Gain an understanding of how to use your limited marketing resources (people, time, budget) effectively. Master the basics of how best to represent your company, learning which techniques are necessary and which are not.

PRINT

Choosing the Technology to Best Fit the Application Requirements
Learn the various technologies, including: 3-D print, Thermoform, and CNC routing that can be used for creating dimensional signage. Gain an understanding of the opportunities for each, the future of 3-D print, and considerations for choosing the best technology to meet your application requirements.

Commercial Print Trends and Best Practices
A content-rich session specifically for organisations who are seeking the trending wide format applications, best practices, new offerings and strongest profit margins throughout print. Denise M. Gustavson of *Printing Impressions* leads a panel discussion of major manufacturers/suppliers who are seeing the hottest areas to move/expand into.
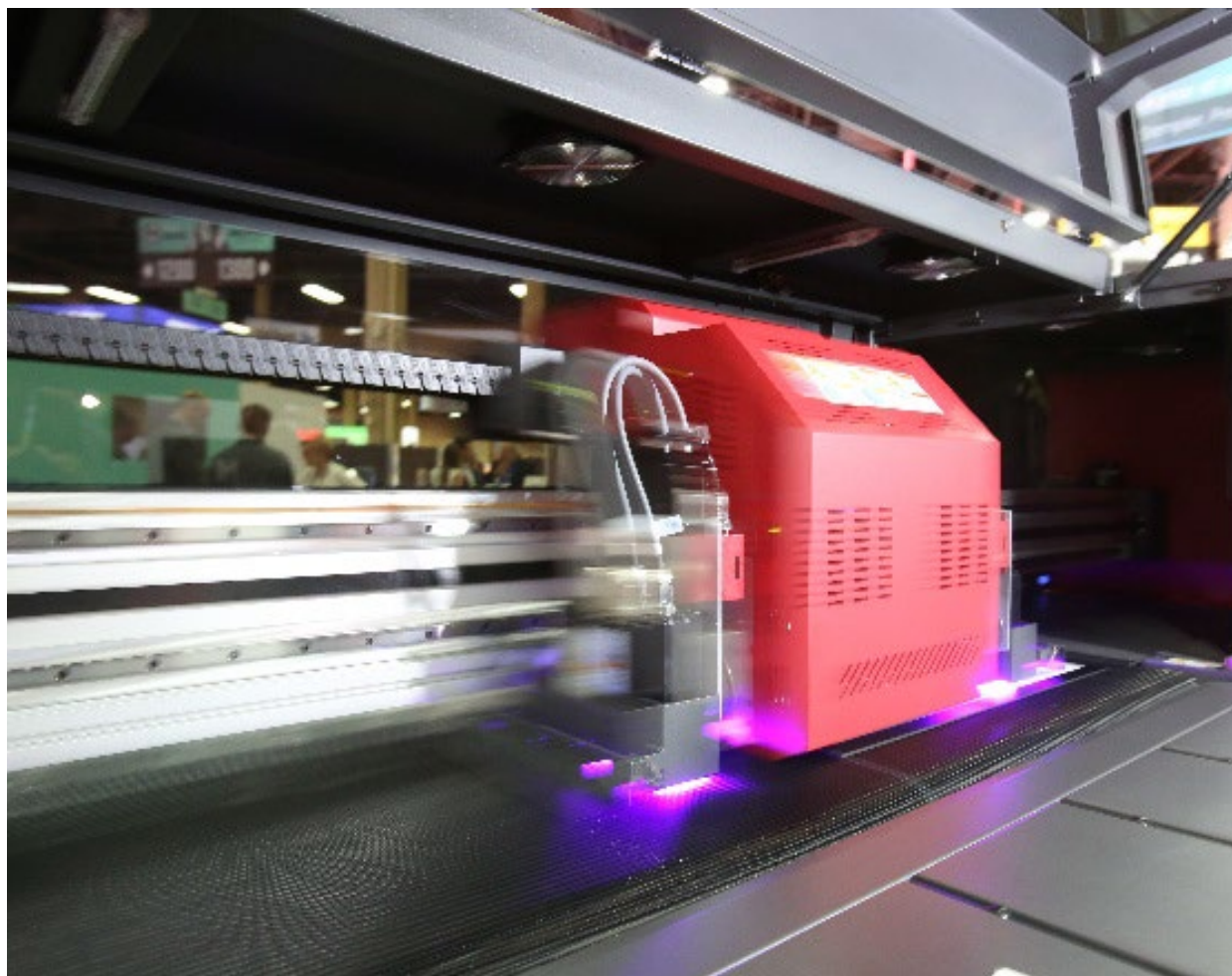
PROJECT MANAGEMENT

Programme and Project Management

Why study project management? Well, the main purpose of initiating any project is to accomplish a goal. Good project management techniques increase the likelihood of accomplishing that goal. Project management also gives us someone – namely the project manager – to spearhead the project and to hold accountable for its completion. There are two modules in this course that will introduce you to the role of project and programme management in the sign, graphics and visual communications industry.

Project Management Challenges and How to Rise Above Them

Countless challenges and obstacles face project managers in the signage industry today. This course will identify some of those stumbling blocks and prepare you to tackle or eliminate these issues from arising during the life of the project. In this course you will learn how to (1) Identify risk factors during the early phases of the project; (2) Develop a plan of action to reduce or eliminate challenges with the project and (3) Understand the importance of post project review.

The Keys to Successful Programme Management

Good programme management techniques increase the likelihood of completing the project on time, on budget and with high quality results. Learn the differences between a project and a programme, the responsibilities associated with each and discover a blueprint to handle a new programme.

Top 10 Leadership Qualities of an Exceptional Project Manager

The successful completion of projects is the primary responsibility of the Project Manager and each project raises new challenges. Learn the skills, talents and diplomacy needed to help tackle any challenges.

SALES

<u>How to Find and Keep Great Salespeople</u>
A salesperson on staff can add as much as 60% to your company's volume. But the number one topic of conversation when it comes to that subject is, "Where do I find them?" The problem isn't that they aren't looking for work. The problem is that we, as business owners, are looking for the wrong kind of person, using old recruiting methods, and ending up in a horror story of Groundhog Day – if you can find them, they don't work out and you have to start all over again just to end up with the same results. Attracting someone to represent your business in the sales position takes an understanding of their role in the selling process.

<u>Rethinking Sales Management</u>
It's time to rethink every element of sales performance and sales management. Management problems are often at the centre of the majority of sales problems and these are problems that can be solved.

<u>The Sales Triathlon: Time Management, Voicemail, and Overcoming Objections</u>
Ask any print sales rep, "Why aren't you selling more?", and you are sure to hear three issues mentioned. Regardless of experience level, these three sales challenges confront us all. Mastering time management, learning to overcome objections, and beating voicemail can be the difference between being a sales rep and a sales superstar. Learn how to address these three biggest sales challenges and gain new ideas and solutions.