



MEASURING & MARKETING **SOCIAL VALUE**  
FOR **COMPETITIVE ADVANTAGE** TRAINING & CONSULTANCY



# MEASURING SOCIAL VALUE



## WORKSHOPS

A series of stand-alone modules delivered in workshop format to introduce social enterprises and voluntary organisations to the tools, processes and techniques of social value measurement – providing the essential know how to measure your social value no matter how small or large your organisation.

### Who should attend?

- Anyone considering how to measure value
- Quality and improvement managers
- Programme and service managers
- Chief executives, trustees and directors
- Commissioners and procurement officers.

### Measuring social value

- Key principles and methodologies
- Social Return on Investment
- Social accounting and audit
- Measuring soft outcomes and distance travelled
- Developing a measurement plan
- Reporting your social value.

HALF DAY WORKSHOP £75



### Introduction to social value measurement

- What is social value?
- What the Social Value Act means in practice
- The range of measurement tools available
- The principles of value measurement
- Identify the tools that are right for your organisation
- Setting appropriate indicators
- Create a measurement plan.

HALF DAY WORKSHOP £75



### An introduction to SROI

- Defining the scope of your analysis
- Developing an impact map (theory of change)
- Identifying the inputs and investment
- Identifying the outcomes
- Identifying proxies
- Understanding drop off, attribution and dead weight
- Assessing and reporting value.

HALF DAY WORKSHOP £75





# MARKETING SOCIAL VALUE

## CONSULTANCY SERVICES

- Bespoke impact measurement exercises (SROI, SAA, soft outcomes)
- Advise staff tasked with measuring social value
- Social value healthchecks and audits
- Improving practice
- How to build value measurement into your business model.

Social Enterprise specialist and SFEDI accredited adviser, David Lane, will run these practical workshops, guiding you through each stage of social value measurement. David is a trained practitioner in social value measurement with over 20 years' experience working at a senior level in the not-for-personal-profit sector.

## WORKSHOPS

Measuring your impact is only half the story; it's what you do with the results that gives you an edge. If you're serious about benefiting from the opportunities arising from the Social Value Act, it's time to think beyond simply reporting your impact and start marketing it!

These half-day workshops introduce social enterprises and voluntary organisations to 'Social Value Marketing' and provide the underpinning knowledge to develop a strategic approach when demonstrating social impact.

### Who should attend?

- Organisations at the early stages, or in the process of, impact measurement
- Those ready to communicate their SROI, social accounts or other findings
- Social impact practitioners
- Business development managers
- Bid writers and fundraisers
- Programme and contract managers
- Marketing and communications officers.



### Marketing social value

Improve the use of findings to secure contracts and open doors to new opportunities.

- Getting the basics right
- Communicating what customers value
- Organising evidence for everyday use
- Marketing to internal audiences
- Selecting the right communication tools and channels
- Preparing to announce results
- Effective ways to bring your evidence to life
- Campaign planning.



HALF DAY WORKSHOP £75

### Communicating social impact

Translate evidence into well produced and clear communications.

- How to produce compelling case studies
- Writing an executive summary
- Storytelling
- Producing impact reports
- Presenting facts and figures
- Devising key messages
- Social media campaigns
- Creating infographics.



HALF DAY WORKSHOP £75

## CONSULTANCY SERVICES

We offer a range of professional and affordable marketing and communications services to help organisations tell their story, including:

- Audience analysis
- Embedding social value within marketing plans
- Case study and client testimonials service
- Drafting and editing impact reports
- Integrated communication campaigns.

Marketing workshops and consultancy services are delivered by experienced marketing professional Ranjit Bansal of DYNAMIC. Ranjit has a 15 year track record in social enterprise marketing and communications and will share practical examples, tips and techniques to help organisations maximise the commercial benefits of their social value.



**Measuring and Marketing Social Value for Competitive Advantage** is a flexible package of workshops and consultancy services designed for social enterprises, voluntary organisations and charities looking to improve their market position by better understanding and communicating their impact.

Developed and delivered by sector specialists Development in Social Enterprise CIC and DYNAMIC Marketing, the programme is ideal for those at the early stages of impact measurement right through to more experienced practitioners seeking to expand their knowledge and gain new ideas.

The Social Value Act is here to stay. Harness the true potential of your economic, environmental and social impact in order to:

- Win new contracts
- Extend and expand existing contracts
- Develop new partnerships
- Secure CSR opportunities
- Make the case for social investment
- Demonstrate added value to funders and supporters
- Improve your services and processes
- Raise your profile and increase credibility
- Create more social value.

## How to book

Details of workshops are available to view and book via Eventbrite, with simple and secure online event registration and payment. Visit: [www.socialvalueevents.eventbrite.co.uk](http://www.socialvalueevents.eventbrite.co.uk)

## Create your package

Choose from our menu of workshops for high quality cost effective skills development.

- Introduction to social value
- Measuring social value
- An introduction to SROI
- Marketing social value
- Communicating social impact.

Each half-day workshop is priced at **£75** (inclusive) and includes training materials and refreshments plus a free one-hour follow-up session for each organisation.

## In-house and bespoke training

Customised sessions tailored to specific organisational or project needs can be delivered.

## Action learning

Our experts can take your organisation or group through the real time step-by-step process of measuring and marketing your social value. Ideal for those embarking on impact measurement for the first time and seeking to embed the learning for future cycles. Contact us for details.



Development in Social Enterprise CIC is a specialist social enterprise business support provider, holder of the Social Enterprise Mark and a Big Assist Approved provider. We work with social enterprises, charities and individuals with a social mission, delivering bespoke SFEDI qualified business support services. We are experts in social value measurement, business planning, structure and governance, feasibility, consortium development and change management.

**Dave Lane**

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DYNAMIC is a specialist marketing consultancy for social enterprises and charities offering professional and affordable services rooted in a deep understanding of the third sector. We work with small businesses with no in-house marketing function as well as larger organisations looking for help with marketing strategy, brand management, communications, copy writing, marketing training, mentoring, and marketing social value.

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