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## Guidance Notes: Short Course Proposals

When submitting your application, you **must** include a description of the training course you wish to propose. The questions below should be answered within your proposal so that we are clear about the content, delivery, and cost implications before we contact you to discuss your idea further (you can put more than one proposal on one application).

### Training Course Title:

**Training Course Description** (use the following prompts to help set out the course description):

- Why should someone do your course? Is this course responding to external demands from industry? Or is it about softer skills and personal development?
- Who is your ideal delegate? What are they doing now?
- Is there a unique selling point to your course? How is it different (or similar) to training delivered elsewhere?
- How practical or theoretical is the course?
- What activities or projects will delegates undertake?
- How will the course be delivered? Is it mainly classroom activities, 1-2-1s, group critiques, demonstrations, visits, lectures and/or technical workshops?
- What skills, experience or knowledge will delegates leave with? Why should they do the course?
- Will this training help to change a delegate's career, create a new network or improve existing professional knowledge?
- How long is the training (days/hours)?
- Preferred maximum class size:
- Tutor Biography (explain how unique, experienced or specialist you are in your subject area. Include any commercial clients, publications, websites, recent/relevant education and teaching experience/qualifications. Make it professional, lively and inspiring – the biography is an important selling point, so don't hold back):
- What materials should delegates bring? Should they read or prepare anything before the course?
- What materials are required by you to deliver the training, and cost?
- What sort of room, studio or space would you need to run the course?
- Marketing: how and where might we promote this training course?
- Could there be a follow-on version of this course? What would it be called and what might it involve?
- Any other relevant information?