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Course : Training marketing

Promote your training courses and make them attractive

Practical course - 2d - 14h00 - Ref. MFL

Price : 1310 € E.T.

NEW

Have you created a quality training course and are struggling to attract participants? Our training course will give you all the keys you need to make your training offer attractive. You'll experiment with tried-and-tested promotional techniques to arouse the curiosity and interest of participants, and design a powerful, engaging multi-channel marketing strategy and plan focused on the needs of your learners.

Teaching objectives

At the end of the training, the participant will be able to:

- Define, target and segment your learner audience to personalize your communication and promotional strategies
- Design a customized communications and marketing strategy
- Implement an innovative and effective communication plan throughout the deployment of the system
- Experiment with engagement levers to arouse desire and interest: storytelling and gamification
- Produce engaging communication media and content using digital tools and generative artificial intelligence (GAI)

Intended audience

Training manager, educational manager, training project manager, digital learning manager, HR director.

Prerequisites

No

Practical details

Hands-on work

Training to build your training strategy and marketing plan. Experimentation with engagement tools. Exchange of best practices.

Teaching methods

Active teaching

PARTICIPANTS

Training manager, educational manager, training project manager, digital learning manager, HR director.

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

Course schedule

1 Identify the challenges and opportunities of marketing applied to training

- Understanding the art of capturing attention and creating desire
- Use the multi-channel approach, nudging, IAG, UGC (User-Generated Content) and their applications in training.
- From employee/learner to customer/consumer: putting the learner at the heart of your marketing approach

Storyboarding workshops
Discussion of the new challenges facing training marketing. Experience sharing.

2 Build a customized communications and marketing strategy

- Define, target and segment your learner audience to personalize your marketing and promotional strategies
- Identify learners' needs, expectations, motivations and habits to design a value proposition
- Transform educational objectives into concrete benefits for the audience
- Adopt a marketer's and designer's mindset, design personalized and adaptive promotional strategies
- Explore some real-life examples of different marketing strategies in training

Hands-on work
Cartographier le(s) persona(s) cible(s) de son dispositif ainsi que la proposition de valeur de sa formation (titre, accroche, pitch créatif). Travail individuel : présentation et argumentation de sa stratégie de formation, échanges et partages.

3 Capture learners' attention and keep them engaged

- Experimenting with gamification, storytelling and IAGs
- Use managers, sponsors and positive ambassadors to multiply the influence of your strategy.
- Promoting training with UGC

Exercise
Choose three engagement levers and translate them into concrete actions for your marketing campaign

4 Implement an effective communication and marketing plan

- Drawing up a detailed communication plan
- Define success indicators to monitor, analyze and improve the actions deployed

Exercise
Draw up a detailed marketing plan, then pitch it to the group for feedback

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Designing engaging media and content with digital tools

- Create an attractive presentation sheet
- Produce an educational teaser video (face-cam, 2D animated video)
- Create and launch a communication campaign on social networks
- Writing a captivating newsletter with the help of AI

Exercise
In sub-groups, create a digital communication medium

Dates and locations

REMOTE CLASS
2026 : 28 May, 15 Oct., 17 Dec.

PARIS LA DÉFENSE
2026 : 21 May, 8 Oct., 17 Dec.