

“Your partnership builder” program summary



A CORPORATE PARTNERSHIPS BUILDER

The ‘Your Partnership Builder’ online training program has been designed to help those within the **not-for-profit** sector **build a partnership program that works**.

If you lead the sponsorship discussions for a NFP this four-part modular program is for you.

It can be challenging and often feel like brands don’t understand the value of what your organisation can offer, but **it doesn’t have to be like that**.

Participants of this **self-guided online program** will be assisted through this framework to **create a more effective partnership program** helping you secure more conversations with potential partners that really fit with your brand.

The ‘Your Partnership Builder’ program has been created to help participants achieve **better and more consistent results**. By viewing the process through a different lens, your team will be empowered to support you in **achieving the results you want**.

Program Modules

‘Your Partnership Builder’ is a modular program, with Module 1: PREPARE starts January 2018.

Each module includes a combination of video formats, podcast, worksheets and more – bringing the theory, case studies and practical tools to life, giving you the ability to hit the ground running.

Program Outcomes

This program has been created to aid:

- you **make money** for your organisation
- teams **improve your win-rate**
- individuals **gain confidence** in getting a seat at the table.

Program duration

The program is delivered via our online training portal, it has over 8-hours of content and as it is self-guided you can work through it at a pace that suits you.

Pricing

Modules cost from \$350 + gst

Trainer’s background

This program is viewed from the Other Side of the Table, with experiences and case studies learnt from both sides. Sam Trattles’ leads the training, with special guests from buy-side and within the industry.

About Sam - I’m curious. I’m a great listener. I’m a straight shooter. I’m a thought leader and business problem solving specialist. I like to challenge the status quo and view the world from the other side of the table.

As Head of Sponsorship at Telstra and PricewaterhouseCoopers, I negotiated, leveraged and delivered significant returns on deals from thousands to multi-million dollars; across sport, music, the arts, philanthropy and local programs.

I now work with brands to help them extract the maximum value from the activities they invest in.

Register today

The program launches in January, allowing plenty of time for you to be in market aligned with budget season, so pre-register today at:

othersideofthetable.com.au/training

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