

Marketing Your Therapy in the Corporate Sector

and

Seated Shiatsu in the Workplace

One or Two Day
Post Graduate Workshop

TUNDE OSHODI

Tunde Oshodi has been a massage therapist for seven years, working with private and corporate clients in the UK and abroad. Prior to starting her massage career she worked as a Marketing Communications Executive for Capita Consulting, where her role entailed overseeing the production of marketing materials for companies such as Yell and American Express as well as writing and producing internal communications for other divisions within the Capita Group. Before working in the private sector Tunde organised and ran media education projects for young people in the London Borough of Camden, working in partnership with organisations like The British Library and ITN.



For the last couple of years Tunde has been providing Marketing Consultancy and Project Management work for therapy-related businesses and helping massage therapists to take their skills into the workplace via her Corporate Clients 4 Massage website and newsletter, which goes out to more than 1,000 therapists every fortnight.

CHRIS TOUROS (MRSS)

Chris has been practising Shiatsu professionally for thirteen years in central London, having graduated from the Shiatsu College London in 1996, where he subsequently managed the Teaching Clinic for 4 years until 2000. He has also been doing On-site Shiatsu as part of his practice for 10 years, working for media companies, businesses and health organisations in London, including ITV, Channel 4, Static 2358, Sitescope, Mapcentric, Lewisham and Camden Councils and The Harbour Club. He has also run energy awareness workshops for the Cabinet Office, and local authorities as a part of Government Health Initiative.



Chris has also been practising Acupuncture for the last 4 years having graduated from The College of Integrated Chinese Medicine (CICM) Reading in 2005.

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DAY ONE Marketing Your Therapy in the Corporate Sector

with Tunde Oshodi



Course outline

Marketing Shiatsu to the Corporate Sector doesn't have to be stressful and by learning some simple techniques, you can stand head and shoulders above your competitors to take your therapy skills into the workplace. During this interactive day you'll cover the following topics:

Having the Confidence to Step into the Corporate World

Attracting corporate clients is as much about inner beliefs and motivations as it is about learning skills and techniques to promote your business. During this part of the workshop you'll assess your motivations and desires for taking your therapy skills into the workplace and identify the beliefs that could sabotage your chances of success.

Defining Your Ideal Client

When you know what type of clients you want to attract, that's half the battle won. In this section you'll have opportunity to define the type of company you want to work with, which will enable you to channel your time, energy and money into marketing activities to attract your ideal client.

How to find your prospective clients

You can't attract clients if they don't know you exist and this element of the workshop will show you several different ways to start building relationships with prospective corporate clients, including how to benefit from on and offline networking, attending corporate exhibitions and events aimed at your target audience as well as tips on writing introductory letters to get a foot in the corporate door.

Turning Your Prospects into Paying Clients

Many therapists give up on their dream of working in the corporate environment simply because they didn't get their ideal client on the first attempt. However, the key to winning clients is to build relationships and make it as easy as possible for them to do business with you. In this part of the workshop you'll discover how to use the Internet to promote your business, build relationships with prospective clients and easily take bookings and payments.

You're In! What next

Getting your foot in the corporate door is only the beginning. However, before you start giving treatments in the workplace there are a few things to consider: what should you include in your contract? Who's paying you – employer or employee? Have you got your own terms and conditions of trade? And how will you manage bookings and payments? You'll discover the answers to all these questions in this section of the workshop.

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DAY TWO Learning about on-site/seated Shiatsu with Chris Touros



Chris will be teaching everything you need to know to give excellent seated shiatsu. by the end of this day you will:

- *feel confident about how to adapt your shiatsu to working in a chair*
- *learn a good basic routine which covers all accessible areas*
- *how to work and be effective within time constraints and limitations*
- *learn tried and tested techniques which work well*
- *areas to focus on for those working in an office environment*
- *how to take care of yourself whilst doing On-site Shiatsu*
- *realise the benefit of working in a chair, 'how effective I can be'*
- *value to your practice, 'what am I learning?'*

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BOOKING FORM

**Marketing Your Therapy in the Corporate Sector
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**Seated Shiatsu in the Workplace
with Tunde Oshodi and Chris Touros
Monday 8th & Tuesday 9th June 2009**

**One Day Price: £70 (deposit £20)
Two Day Price: £120 (deposit £50)**

Participant Name(s)

Address:

..... Post Code:

Tel. No. (landline)(mobile):

Email:

I wish to book place(s) on this course.

I enclose a deposit of £..... and will send the balance of £..... by 18th May 2009.

or

I enclose the full fee of £.....

Do you have any health problems or specific dietary needs that you think we should be aware of? (all meals are meat, fish, sugar and dairy free).

**Please send this form with a cheque payable to the Devon School of Shiatsu to:
Buckyette Farm, Littlehempston, Totnes, Devon TQ9 6ND**

Cancellation Policy:

We hope you don't need to cancel your booking, however, deposits are non-refundable. If you cancel your place less than 3 weeks before the start of the course we regret that no refund can be made. If you cancel more than 3 weeks before we will retain your deposit and refund the balance.

Balance of fees are payable three weeks before the start of the course (18th May 2009).