

Portfolio examples brochure, Large format and branding





## Publication design examples for The Marketing Collective

Link to the brochure site below



**All other work is outside of this partnership.**

# THE MERCURY

OUR SCHOOL NEWSLETTER

Summer 2020 Issue 8 - 19th June



Tim Booth



## LONG DISTANCE LEAVERS' PROGRAMME

This has been the strangest of weeks for our Year 8s. In years gone by they would be starting our Leavers' Programme, making chocolate truffles and preparing for their talent show, but we have implemented the next best thing for this week.

They have completed some challenging coding puzzles set by Mrs Moore, watched Mr Milly's video on Remembrance, listened to some top tips about 'being yourself' by the inspirational James Stone, created their own homemade lava lamps and had an online senior school taster day with a variety of activities run by Canford.

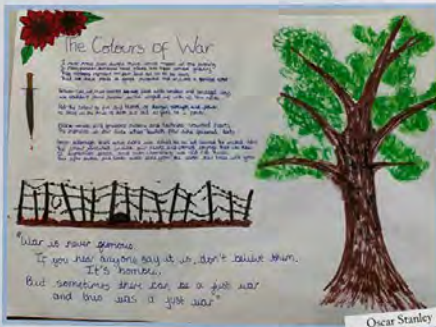
And this is just the first week .... much more to come, both remotely and at school, next week.



Amy West



Stephen Child



Oscar Stanley



Lily Right



Joseph Carmen



Chris Dear



Amber Elmer

Many thanks to all pupils and parents who are sending in their contributions to  
We have been delighted with the volume of articles and photos received.

[www.walhampton.com](http://www.walhampton.com)

[@walhamptonprep](https://www.facebook.com/walhamptonprep)

## Things to do at home

### Creative Arts Projects

Don't forget to check out all the lovely Creative Arts work HERE too



### Miss Knight's Reading at Home

Books and stories have always been important but right now they are one of the most powerful tools to make children - and adults - feel really good. We can travel and explore the world from home, we can learn, we can laugh, we can cry, we can escape, we can connect, we can hope, we can dare to dream. Curling up with a good book has never been more important. Click here for Miss Knight's Top Tips for Reading at Home ...

### Creative Arts Send Ups



### Summer Watch

PODCAST

Spring is in the air, summer is on its way and Mrs Mills' photos do wonderful justice to the colour on the Walhampton grounds and in her own garden.

Join Mrs Mills on her daily dog walk for Summer Watch in the Walhampton grounds and discover what wildlife can be seen and heard.

[Click here to listen](#)

### We Listen to Walhampton STAG Radio

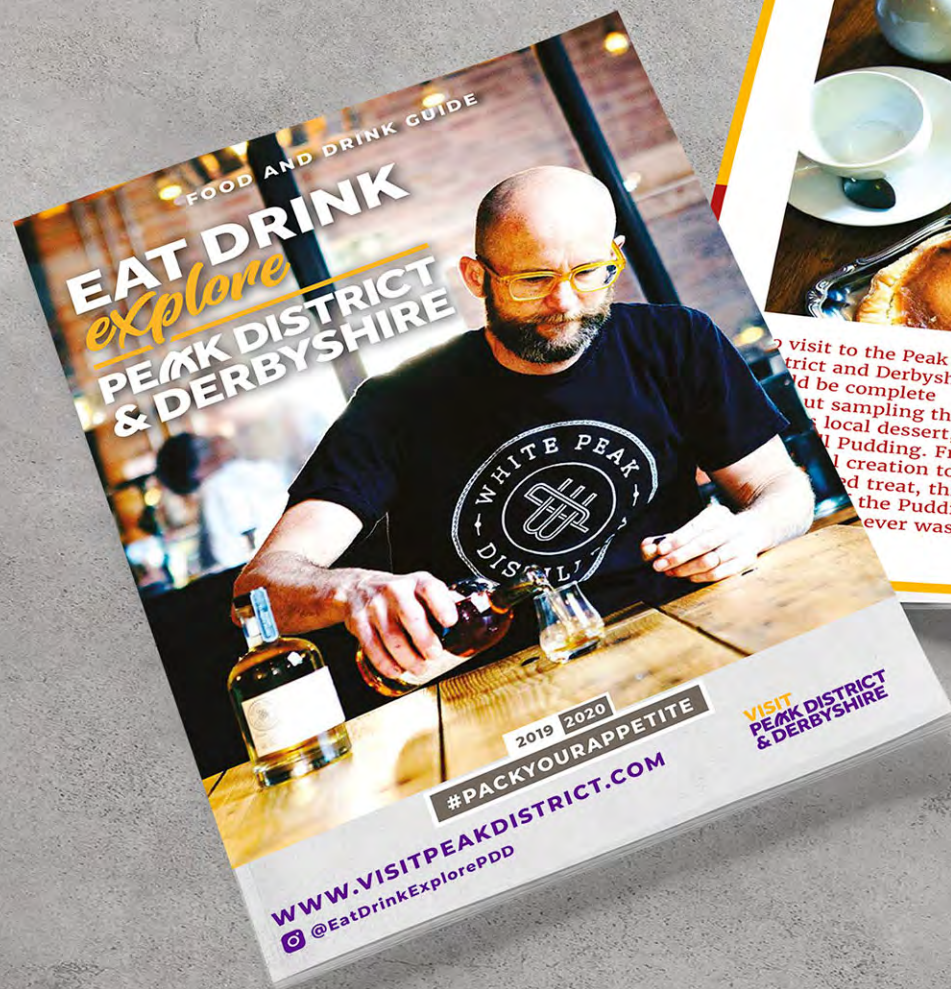
continued...



[www.walhampton.com](http://www.walhampton.com)

[@walhamptonprep](https://www.facebook.com/walhamptonprep)





## PROOF IN THE PUDDING

To visit the Peak District and Derbyshire and be complete, you must sample the local dessert, Bakewell Pudding. From its creation to the present day, this is the Pudding that has never was...

The eponymous Bakewell Pudding has been enjoyed in the Peak District beyond since its creation around 1860.

The Pudding – a silky soft-set almond and egg custard sitting atop a layer of strawberry jam in a crunchy, butter puff pastry case – was the result of a misunderstanding between Mrs Greaves, the mistress of what was then called the White Horse Inn, and her cook.

Visiting noblemen had ordered a strawberry tart, but instead of stirring the egg mixture into the pastry, the cook spread it on top of a layer of jam. News of the delicious pudding reached Mrs Wilson, the wife of Bakewell's tallow chandler, whose entrepreneurial spirit was sparked when she recognised the pudding's potential.

Mrs Wilson, who lived in the 17th century building that is today Bakewell Pudding Shop, acquired the original recipe for the Pudding and began to produce and sell the delectable treat from the premises.

Today the Pudding Shop's Bakewell Puddings are still based on the original recipe and made by hand at Shop is now the best place in town to enjoy them.

Jemma Beagrie, owner of the Pudding Shop, said: "I have worked at the Pudding Shop since 1999, prior to taking over the business with my husband Nick in 2006.

"It's an honour to run an establishment that is steeped in so much history and we love to see locals and tourists alike come and visit us to try one of our unique Bakewell Puddings."

## TIME FOR TEA

Treat yourself and indulge in afternoon tea at the Old Original Bakewell Pudding Shop for a holiday experience to remember. The All Things Bakewell afternoon tea features an array of handmade goodies including both Bakewell Pudding and Bakewell Tart!

The Pudding went on to inspire what has become the nation's favourite treat, the Bakewell Tart. Both treats can be enjoyed on-site, upstairs in the Pudding Shop's 80-seater licensed restaurant or counter on the ground floor to take home and enjoy. Visitors can even take advantage of a 'Post a Pudding' service, which delivers around the world.

Fancy making your own Pudding? You can do that too! The Pudding Shop offers a variety of Pudding Making Experiences, enabling groups of all ages to assemble their own Pudding while learning a little history.

The premises boasts a sunny courtyard to the rear where dogs are welcome, which is the perfect spot for lunch in the summer. The lower floor is also packed with gifts, local beers, wines and other food items, so make sure you arrive armed with shopping bags (but don't worry if not – their branded reusable cotton or jute bags make great practical keepsakes!).

[www.bakewellpuddingshop.co.uk](http://www.bakewellpuddingshop.co.uk)



Nick and Jemma Beagrie, Bakewell Bakery  
[www.visitpeakdistrict.com/food-and-drink](http://www.visitpeakdistrict.com/food-and-drink)



DISCOVER A REGION  
BURSTING WITH COLOUR...

# HAMPSHIRE GARDENS

[WWW.GARDENSINHAMPSHIRE.CO.UK](http://WWW.GARDENSINHAMPSHIRE.CO.UK)  
#HAMPSHIREGARDENS



marketing  
COLLECTIVE

[www.themarketing-collective.com](http://www.themarketing-collective.com)

A collaborative publication by The Marketing Collective



**HAMPSHIRE'S TOP ATTRACTIONS**  
INCLUDES THE ISLE OF WIGHT

## #HantsDaysOut

Share your visit for a chance to win more family days out!



**SHARE...**

Use the hashtag #HantsDaysOut on social media and be entered into a monthly photo competition to win family tickets to one of Hampshire's Top Attractions.

[www.hampshireattractions.co.uk](http://www.hampshireattractions.co.uk)  
See online for photo competition terms

There's so much fun to be had!

© 2 1

**HAMPSHIRE'S TOP ATTRACTIONS**  
INCLUDES THE ISLE OF WIGHT

## #HantsDaysOut

You look like you're having loads of fun!



**SHARE...**

Share your day out using #HantsDaysOut and you might win another family day out!

Don't forget to visit [www.hampshireattractions.co.uk](http://www.hampshireattractions.co.uk) for more days out and discount offers

See online for photo competition terms

There's so much fun to be had!

© 2 1

**HAMPSHIRE'S TOP ATTRACTIONS**  
INCLUDES THE ISLE OF WIGHT

## #HantsDaysOut

Hang around and take some pictures!



**SHARE...**

Use #HantsDaysOut and get entered into the Hampshire's Top Attractions monthly photo competition.

Visit: [www.hampshireattractions.co.uk](http://www.hampshireattractions.co.uk) for more details

See online for photo competition terms

There's so much fun to be had!

© 2 1



## Hampshire Top Attractions Campaign design



A range of posters, online adverts and email banners and gifs for Hampshire's Top Attractions Campaigns including SWR campaign in 2018 to reach SW London families.

Southampton  
**pocket  
guide** 2020



**REASONS  
TO VISIT**  
**SOUTHAMPTON**

WATCH . EAT . STAY . ENGAGE . PLAY



COMPLIMENTARY

# BREEZE

SOUTHAMPTON AIRPORT  
MAGAZINE  
SPRING 2019

WIN  
a VIP treatment  
for two!  
See page 42

**SOU**  
Southampton  
Airport

Complimentary publication to enhance your onward journey



Design, print and manage the publishing of a quarterly passenger magazine for Southampton Airport as well as content planning and copywriting. The audience for the magazine is the business passenger as well as holiday makers.

Design Assets include:

- Nine issues of quarterly passenger magazine
- Ad hoc adverts for businesses
- Digital banners for sales email newsletters
- Infographics and timetables



## Southampton & Region Hoteliers Association - Hospitality Awards



In 2018 we designed the branding and assets for the first Hospitality Awards for the Southampton & Region Hoteliers Association.

Design Assets include:

- Logo and branding toolkit
- Invites for the launch event and main awards evening
- Posters
- Certificates
- Menus
- Online adverts to promote the awards and for use on social media.



## Branding projects for new businesses

**CHILLI PEPPER**  
EVENT CATERING

With over 25 years experience in food and hospitality, and over 15 years event and party planning, you can be rest assured that from conception to completion, your wedding, celebration or corporate event is in capable hands.

If you want the best produce, delicious flavours and delighted guests then invite Chilli Pepper Event Catering to your event.

Tel: 01794 840 240 | Mob: 07766 251 669  
hello@chillipeppercatering.uk  
www.chillipeppercatering.uk  
@chillipeppereventcatering

**THE INVITATION YOU CAN'T FORGET...**




**CHILLI PEPPER**  
EVENT CATERING

**THE WEDDING INVITATION YOU CAN'T FORGET...**

Your wedding day is one of the most important days of your life. We are committed to ensuring that you, and your guests are on cloud nine throughout the day.

From the wedding breakfast to the evening reception menu, whether you are looking for formal or informal - we will help you to create your dream wedding.

The Chilli Pepper team promise to deliver tailored catering solutions with care and attention to detail, for every occasion.

Wedding Catering | Corporate Catering | Private Parties

Tel: 01794 840 240 | Mob: 07766 251 669  
martin@chillipeppercatering.uk  
www.chillipeppercatering.uk






Logo development by another designer.  
Implimentation by Scahill Design.

Chilli Pepper Event Catering launched a new business in autumn 2018. We have worked on a brand development, business stationery, leaflets, brochures and adverts.





WHITCHURCH  
SILK MILL  
HERITAGE OF WEAVING

WINNER  
RIBA SOUTH  
AWARD  
2019



# Museum, Café & Shop

[WWW.WHITCHURCHSILKMILL.ORG.UK](http://WWW.WHITCHURCHSILKMILL.ORG.UK)







# HAMPSHIRE'S MILITARY ATTRACTIONS

DEFENCE OF THE REALM 2019

[www.hampshiresmilitaryattractions.co.uk](http://www.hampshiresmilitaryattractions.co.uk)



Hampshire  
County Council



VISIT  
HAMPSHIRE  
CITY • COAST • COUNTRY

## Hampshire Military Attractions



We have designed and produced the Hampshire Military Attractions leaflet for the last 5 years on behalf of Visit Hampshire.



FREE

# HAMPSHIRE GUEST GUIDE

WINCHESTER, SOUTHAMPTON, PORTSMOUTH, TEST VALLEY



AN EXCLUSIVE VISITOR MAGAZINE  
FOR GUESTS STAYING IN  
HAMPSHIRE

Become a cultural tourist, delve into history and explore  
to your heart's content.

the marketing collective  
CURATED BY  
www.themarketing-collective.com

## CITY ART GALLERY



Southampton City Art Gallery holds one of the finest collections of art in the south of England and holds 'Designated' status, awarded by Arts Council England.



**Opening times:**  
Mon to Fri: 10am-3pm  
Sat: 10am - 5pm  
Sun: Closed  
Bank Holiday Mon:  
10am-3pm

The art gallery attracts art-lovers, curious onlookers as well as those who simply enjoy the atmosphere of a gallery. Southampton City Art Gallery offers the opportunity to enjoy high quality exhibitions ranging from painting, sculpture and drawing, to photography collection and displays that change regularly to ensure new experiences with each visit.

Southampton City Art Gallery is internationally renowned for its permanent collection which houses around 5,000 works. The story of western art from the Renaissance to the present day. The core of the collection is twentieth century and contemporary British art. Strong clusters within this include Post-impressionism (notably the Camden Town Group).

Surrealism, St Ives and progressive contemporary art from the mid-1970s.

Free to enter and conveniently located right next to SeaCity Museum, the venue caters for families. You can enjoy gallery trails through the exhibitions, monthly art clubs and a fantastic range of activities for all ages.

The gallery can be hired for weddings, civil ceremonies, drinks reception and even more. Paintings and sculpture provide a wonderful backdrop for couples seeking somewhere unique and the gallery spaces provide a harmonious environment for an unforgettable day. Seating can be provided for up to 120 people. Can work with you to ensure your event.

LOCATION: Commercial Road, Southampton, SO14 7LP [www.southamptoncityartgallery.com](http://www.southamptoncityartgallery.com)  
023 8083 4536 (option 3) @SouthamptonCityArtGallery @ArtGallerySoton

## TUDOR HOUSE AND GARDEN

Discover Southampton's most important historic building, encompassing over 800 years of history on one site. Tudor House, with its beautifully recreated knot garden, is just a few minutes walk from the city centre.



The 16th-century building on Church Square was built in the 15th Century, with an adjacent 17th-century wing. The house is accessible from the city centre. The house gives a unique insight into the lives of both its owners and the city.

show how the rooms would have looked during different historic periods, in particular the Tudor, Georgian and Victorian eras. A selection of restored artefacts are on display in the museum, including archaeological finds dating back to the medieval and Tudor periods. Special events are held throughout the year, including hugely popular Halloween & Christmas activities. Tudor House is also available for weddings and corporate hire. Within this historic complex,

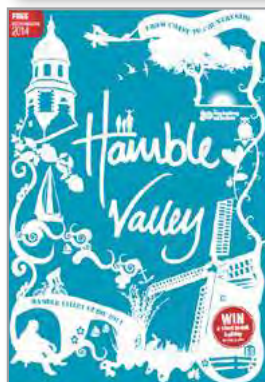
we offer a wide range of rooms which can be laid out in different styles to suit your event - be it a meeting, conference, product launch, team building day or corporate hospitality with a difference. They may be used by themselves or in combination to enable, for example, breakout sessions and the ability to provide catering and refreshments separately from the main venue. Alternatively, it is possible to hire the entire venue for exclusive use.

Southampton, SO14 2AD [www.tudorhouseandgarden.com](http://www.tudorhouseandgarden.com)  
[southampton.gov.uk](mailto:southampton.gov.uk) @TudorHseGarden





## Design for Visitor Guides



The Marketing Collective own the Hamble Valley destination brand and have published visitor guides, leaflets and walking trails for the past 7 years.

### Visitor Guide Spec:

- A4 3 40,000 print run
- 32 - 44 page, 115 gsm silk, 130gsm cover

### To view latest issue:

[https://issuu.com/themarketingcollective/docs/hvg14\\_online\\_final2pgs](https://issuu.com/themarketingcollective/docs/hvg14_online_final2pgs)



FREE GUIDE

# Test Valley Visitor 2020 Guide



Come and stay, explore and enjoy our story of this part of Hampshire  
[www.VisitTestValley.co.uk](http://www.VisitTestValley.co.uk)  
 @Visit-Test-Valley @visit\_test\_valley @VisitTestValley

## Discover Life in a Rural Setting

There is so much life to be discovered in the Test Valley, from the delight in nature that resides in its lush green meadows to the inspiration you'll feel as you explore the wonderful countryside. Discover life by the river through walks and trails, feel at one with nature, and reveal the hidden secrets of this picturesque location. Be prepared to let this rural way of life rejuvenate all of your senses!

### Life by the Riverside

The Test Valley is an outstandingly beautiful area and the idyllic setting for a riverside picnic or picnic on the riverbank. Famous for its gin-clear chalk streams, which feed the Test, one of the most renowned fly-fishing rivers in the world. Joining forces with the Test at Fullerton, just below Andover, is the River Anton, which flows through historic water meadows and the villages of Upper Clatford and Goodworth Clatford. Relax on the riverbank in the serenity of the crystal clear waters and catch a glimpse of the special wildlife that lives here. Be sure to keep your eyes peeled for the many water voles that call the river home.

Along the bankside, come across Rooksbury, once a fish farm and fly fishing haven. It is a nature lover's paradise with wonderful walks, repeated views, a fish lake, a reserve of insects.

### An anglers haven

The River Test is a 40-mile stretch of water with an extremely fertile environment for salmon, trout and grayling as well as 22 species of mayfly. It was on these banks that F. R. Halford, the area's home to one of the most exclusive clubs you could ever hope to join.

Houghton Lodge estate has two beats on the River Test at Houghton where the season runs from 1st May - 15th October. There are quiet fishing huts to relax in with the opportunity to order fishing hampers, tuition and corporate fishing days. Fishing breaks can be arranged at The Apple Rooms at Houghton Lodge Gardens.

Houghton Fishing Club is the oldest private fishing club in Britain dating back to 1822 and has an exclusive and restricted membership of just 25. Now there's a testament to the quality catch you will find swimming here. Visit [www.fishingbrooks.co.uk](http://www.fishingbrooks.co.uk) for an insight into chalk stream fly-fishing. On the River Test, with fishing guides, and tuition courses along with fishing holidays and short breaks. It also has details of two books by Simon Cooper: 'Life of a Chalkstream' and 'The Others' Tale which include the River Test.



Houghton Lodge  
 Test Valley Visitor Guide 2020



Lakes in Longmarsh  
 Test Valley Visitor Guide 2020



**The Test Way - Long Distance Trail**  
 Imagine a place where time just hangs... where birds fly along a corridor of sparkling white and green and where you can wander as red kites soar from one horizon to the next. Such a place is the Test Valley, a glorious chalk escarpment called the Test Way which is the Test Valley. The Test Way is used to be on the bottom of the soil it also happens to be the Test Way which has been gently for 44 miles (71km) close by Southampton Water. Imagine as well, that under your feet and far below, are the massive chalk aquifers that have absorbed rain and snowmelt for millennia.

These aquifers slowly release their accumulated water like 'giant sponges' to create the springs that are the life force of the Test Valley. The Test Way flows through the rolling chalk downland of the Test Valley. The first half of the Test Way keeps to the chalk downland which is typified by the undulating and pastoral landscape of Linton and Hurstbourne Tarrant and St Mary Bourne.

At Fullerton - the halfway point - the Test Way joins the old track bed of the former Andover to Redbridge (near Southampton) railway affectionately known as the 'Spit and Winkle' line. It shortly reaches the small settlement of Fullerton where there is a wide choice of pubs. The National Trust Mottistoun Abbey is also directly on the route as is the market town of Romsey. Another special place and close to the fish at Eling Tide Mill, is the nationally important tidal Lower Test Nature Reserve, home to an infinite variety of wildlife.

**Walking Hampshire's Test Way is £12.95** and is stocked at Crafts and the Bookmark both in Stockbridge, the Romsey Visitor Information Centre and the Eling Tide Mill.



Fishing in a Test Valley Mill Nature Reserve  
 Test Valley Visitor Guide 2020



Houghton Lodge  
 Test Valley Visitor Guide 2020

### How to get adventures

If you love nothing more than sharing adventures with your dog, then you'll love the many dog-friendly places to visit in Test Valley. From long walks to cosy country pubs, don't let your best friend miss any of the fun!

You'll both love visiting dog-friendly Stockbridge and exploring the stunning grounds, and Mottistoun is another dog-friendly attraction that welcomes your four-legged friend on a short lead around the grounds as well as a six-mile walking route around the estate.

Just a 15-minute walk for 3-minute drive from Mottistoun Visitor car park lies owned woodland on the Mottistoun estate. You and your pup can enjoy a lead-free walk around the 1.5-mile circular walk.

When it comes to eating out in the Test Valley you'll find most will offer your furry friend a warm welcome. The Rockingham Arms, Canada Common near Wellow, The Cromwell Arms, Romsey, The White Hart, Stockbridge, The Old Bell, Hatherden, The White Lion, Wrenwell and The Wheatsheaf, Braishield to name a few.

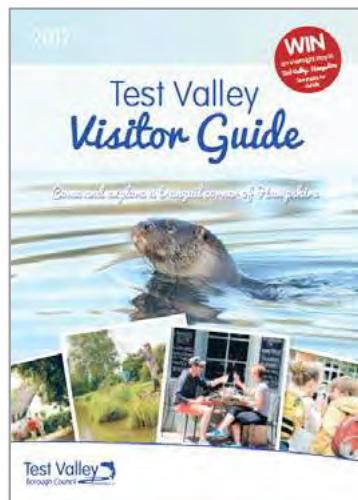
### #DogsloveTestValley

Share your pictures of you and your media using

Facebook: Romsey Visitor Information Centre  
 Twitter: @moreRomsey  
 #VisitTestValley



## Design for Visitor Guides

The logo for Test Valley Borough Council, featuring the text "Test Valley" in a large, blue, sans-serif font, with "Borough Council" in a smaller, blue, sans-serif font below it. To the right of the text is a blue silhouette of a fish jumping out of water, with a circular ripple effect below it.

For the past three years we have published Test Valley Visitor Guide. This includes copywriting destination features and editorial, design support\*, advertising sales, advert layout, artworking, print

## Visitor Guide Spec:

- A4 30,000 - 40,000 print run
- 32 page, 120gsm Uncoated stock, self cover.

To view latest issue:

[https://issuu.com/  
themarketingcollective/docs/test\\_  
valley\\_visitor\\_guide2017](https://issuu.com/themarketingcollective/docs/test_valley_visitor_guide2017)

\*Support inhouse design team on creative brief, layout and imagery to use.





For The Mela Festival, whilst the work dates to 2011, it has been chosen to illustrate the breadth of production and information we delivered : Annual report, seasonal brochure, logo design and leaflets for the festival. These elements targeted a general visitor audience but also key organisational stakeholders and business contacts.

## Annual review



## Autumn Season brochure



## Design Assets include:

- Southampton Mela festival Programme 2yrs
- Leaflet
- Poster
- Logo design
- Festival Map and signage
- Annual review







The beach and beyond.

# Southsea

## POCKET GUIDE 2015

The beach and beyond.

# Southsea

## POCKET GUIDE 2015

The beach and beyond.

# Southsea

## POCKET GUIDE 2015

£££  
Vouchers  
and Map  
Inside

£££  
Vouchers  
and Map  
Inside



# Tender Propositions Designs



Osborne



Eltham Palace and Gardens

**DON'T MISS!**  
... our most recently opened garden, the revived Arts and Crafts style gardens at Mount Grace Priory House and Gardens. It offers individual guide pamphlets for each season, helping you to get the most out of the gardens all year round.



Brodsworth Hall and gardens



Mount Grace

# Inspire me

## Historic gardens – all year round

We lovingly care for, restore and develop some of England's historic gardens. They're a delight to visit at any time, but here are just a few highlights for each season.

**SPRING**  
Snowdrops are the welcome heralds of spring. You'll find more than 500,000 of them, along with 200,000 yellow aconites, at Brodsworth Hall and Gardens, and the carpets of snowdrops at Belsay Hall, Castle and Gardens remember the 18th-century tradition that the ladies of the hall gathered to plant them every year. Daffodils aren't far behind; you'll discover 28 Victorian varieties at Osborne, and swathes of narcissus (appropriately including the 'Sir Winston Churchill' variety) at Walmer Castle and Gardens, where we're opening new areas of the gardens this spring. If fruit-tree blossom inspires you, you'll see plenty in Audley End House and Gardens' famous organic kitchen garden and Carisbrooke Castle's Princess Beatrice Garden.

**SUMMER**  
In summer, you'll be spoiled for choice. Kenilworth Castle's Elizabethan Garden was designed to look at its best in July, the month of the Queen's famous 1575 visit. Eltham Palace and Gardens' 1930s garden is also in fullest bloom, and you can admire the rich hot summer colours of Victorian plantings at Osborne. Look out for the Osborne wedding myrtle, used in bouquets by royal brides from Queen Victoria's own daughters to Princess Eugenie in 2018. At Brodsworth, you can savour the fragrance of the Rose Dell's wild roses, and if you love naturally growing wild flowers, you'll find honeysuckle in Witely Court and Gardens' great wilderness; May bluebells in Stott Park Bobbin Mill's newly opened woodlands; and sometimes wild orchids on Scarborough Castle's headland.

**AUTUMN**  
The vibrant yellow-orange-brown-red colours of changing leaves are autumn's great joy. There are over 6,000 trees in Kenwood's parkland, including the richly-hued Sweet Gum, and a vast variety in Wrest Park's immense 90-acre gardens, enlivened by charming garden follies. Seek out Belsay's Katsura tree, with its burnt-sugar scent, and Audley End's Howard Oak, one of only two in the world. Autumn's also a great time for misty garden vistas, like the view across Witely Court's lake.

**WINTER**  
A crisp winter day can be an enchanting time to explore our gardens, revealing the shape and structure of trees, hedges and frosted topiary. Snow highlights the convoluted curves and bulges of Audley End's Cloud Hedge, and Brodsworth Hall offers seasonally-flowering Christmas Roses and over 100 varieties of hollies. In January and early February, visit the Home of Charles Darwin, Down House, where startlingly-coloured and powerfully-scented tropical orchids put on a show in the greenhouses. And before you know it, it's time for snowdrops again.

8 INSPIRE ME | HISTORIC GARDENS – ALL YEAR ROUND

INSPIRE ME 9

We recently put together some mock up designs for an English Heritage Tender for their Members' handbook.





Renowned as 'the Key to England', Dover Castle boasts a long and immensely eventful history. Its spectacular site still displays a Roman lighthouse and an Anglo-Saxon church. Established soon after 1066 as a Norman earthenwork castle, the fortress was garrisoned uninterruptedly until 1958, and between the 1960s and 1980s concealed a secret Cold War Regional Seat of Government.

### JOURNEY ROUND THE VIBRANTLY RECREATED ROOMS

#### Medieval! Royal Palace

Dover Castle is first and foremost the strongest medieval fortress in England, created by King Henry II and his Plantagenet successors. At its heart stands the mighty Great Tower. Built between 1180 and 1185, this symbol of kingly power was also a palace designed for royal ceremony. The interior of Henry's Great Tower palace has been recreated as it might have appeared when newly completed. Follow the dramatic story of Henry II and his turbulent brood in an introductory exhibition, 'A Family at War'. Both children and adults can enjoy the interactive display, and a virtual tour reveals the Great Tower to those unable to explore it. Entering the Great Tower, you'll find projected figures, which bring to life your journey round the vibrantly recreated rooms of the palace. On selected days, you might also meet costumed live interpreters – including Henry himself. See our website for dates.

#### Spits, Siege

Climb to the Great Tower's roof for panoramic views over the castle's immense complex of medieval fortifications. These saw desperate fighting during the epic sieges of 1216-17, when the castle resisted ten months of attack by a French army sacking rebellious English barons. By steadfastly holding out, almost alone, Dover literally saved southern England from French domination. Inexpensive visitors can descend into the Medieval Tunnels, burrowed beneath the castle during and after the sieges.



Powerful Tower was at one time a prison. Today it makes a perfect romantic castle owner for two. The Sergeant Major's House is surrounded by hundreds of years of history. This spacious four-story Georgian residence sleeps six. Great for families, it even has its own secret games room. See p.332 for details on staying at Dover and our other holiday cottages.

LOCATION: KENT  
SAT NAV: CT16 1HU  
MAP PAGE 339 (S)  
OS MAP 179, 138  
TR325419

#### At your fingertips...

Dover Castle has over 2,000 years of defending England's shores.



#### ON SCREEN

The Crown: Disney's Into the Woods: Avengers: Age of Ultron: The Other Boleyn Girls: Gull: Zelig: Hamlet: BBC series Wolf Hall and King Lear

#### EDUCATION APPEAL:

Key Stage 1 & 2  
ROMANS  
Key Stage 3  
WW2  
Key Stage 4+  
WW1

DID YOU KNOW!  
The castle has adapted from the Roman period to the Second World War as a Port War Signal Station.

DOVER CASTLE

**The First World War**  
The First Command Post highlights one of the more dramatic sieges in Dover Castle's long story. During the First World War, Dover was officially designated as a fortress, with a garrison of over 15,000 men. The castle headquarters in Dover town also directed the vital defence of the Straits of Dover, attracting on 21 December 1914 the first recorded bombing raid on Britain by a German aeroplane.

Delicious against the new type of warfare included one of the earliest purpose-built anti-aircraft guns, which in 1915 scored the first successful hit on a German Zeppelin. An identical type of British 3-inch gun, the only surviving example of just its in the world, has been restored to bring visitors and installed in a recreated gun-emplacement. You can experience regular gun-firing drills on selected weekends.

Throughout the summer, guests by a specially trained team of authentically costumed English Heritage volunteers. We have also concerned and represented Dover Castle's First World War First Command Post and Port War Signal Station. So you can explore what it was like to work here via a range of replica and original artefacts. Try communicating in Morse code, learn semaphore and discover how to spot enemy or friendly ships.

**Operation Dynamo**  
The rescue from Dunkirk  
Dover Castle's defences were

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The rescue from Dunkirk  
Dover Castle's defences were

even more sorely tested in the darkest days of the Second World War when part of an exciting network of tunnels, deep beneath the castle became Vice Admiral Bertram Ramsay's secret headquarters. On 26 May 1940, Ramsay began the rescue of the British Army and its allies, trapped at Dunkirk and fighting for their lives. The role of rescuing them - 'Operation Dynamo' - demanded sending a huge improvised fleet of ships across the Channel, under attack from air, sea and land. The British Army in France depended upon it.

Make the adventurous journey into the Wartime Tunnels and immerse yourself in the drama of the daring evacuation that followed. Film projections vividly recreate the run-up to

**VISIT US**

LOCATION: KENT SAT NAV: CT16 1HU  
Address: Dover Castle, Castle Hill, Dover, Kent  
Train: Dover Priory 15 miles  
Bus: Stapeham in East Kent 85, 80A, 80B, 81  
Region: Counties 82  
Tel: 01304 311047  
Local Tourist Information: Dover: 01304 205100

**NON-MEMBERS**  
Adult £23.00 | Concession £20.75 | Child £13.80  
Family £59.00 | Additional charges for members and non-members may apply on event days.

**Opening times**

|                        |            |
|------------------------|------------|
| 1 Apr-31 Jul, daily    | 10am-4pm   |
| 1-31 Aug, daily        | 9.30am-4pm |
| 1-30 Sep, daily        | 10am-4pm   |
| 1 Oct-3 Nov, daily     | 10am-5pm   |
| 6 Nov-23 Dec, Sat-Sun  | 10am-4pm   |
| 2 Jan-14 Feb, Sat-Sun  | 10am-4pm   |
| 17-21 Feb, daily       | 10am-4pm   |
| 24 Feb-31 Mar, Wed-Sat | 10am-4pm   |

**Closures**  
24-25 Dec  
26 Dec-1 Jan, daily

**Closed**  
10am-4pm

**WHAT'S IN STORE!**

The Great Tower is Reg-Rise and self-guided. Costumed live interpreters welcome you to the Great Tower on selected days. Somewhere in the tower, they always on hand to answer any questions. Access to the Operation Dynamo experience is by guided tour only. Due to the extensive nature of these visits, no independent guiding is allowed in these areas. However, your leaders of groups of young visitors must also visit their journey at all times. Access to the Underground Hospital (separate access from Operation Dynamo) is by guided tour only. Limited to 30 people and lasting approximately 30 minutes.

At peak times, there may be queues at the popular tunnel experiences. Groups of 11+ can call and book ahead for a group discount on admission. Car parks open at the opening time. Last normal tours depart one hour before closing.



The use of the corner holding device is to reference the English Heritage logo.

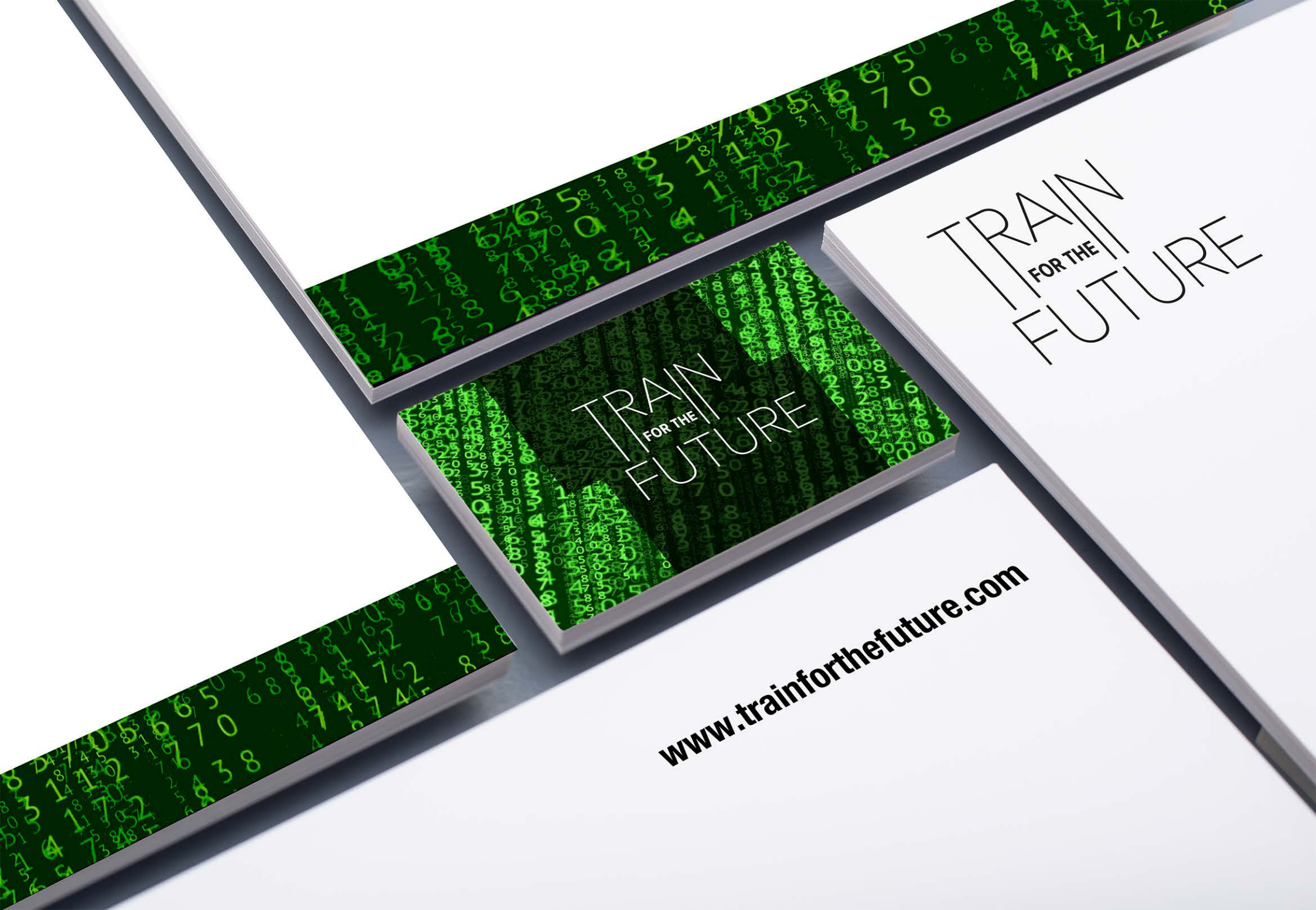






Brand development





# TRAIN FOR THE FUTURE

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Scahill Design clients

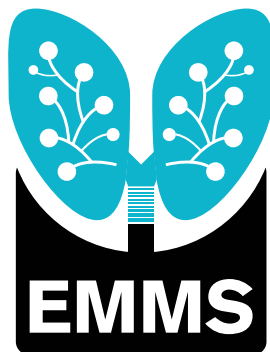
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KAHLER - GLOBAL ORGANISATION | MY OBJECTIVE IS TO UNIFY THE BRAND



PROCESS COMMUNICATION MODEL<sup>®</sup>

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# THE PROCESS COMMUNICATION MODEL® SEMINAR

A Kahler Communications Seminar Using The Process Communication Model®

## Discover The Process Communication Model



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TRAINING MANUALS AND MATERIALS FOR ANY COUNTRY.

I HAVE CREATED SEVEN DIFFERENT MANUALS FOR:  
USA, UK, CHINA, GERMANY, AUSTRIA, FRANCE

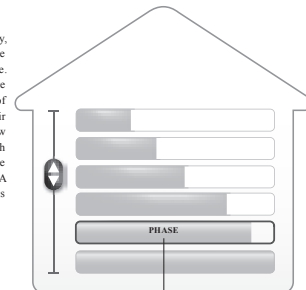
### SECONDARY PERSONALITY CHARACTERISTICS

In addition to everyone's base type there are secondary characteristics that come from other personality types. Even though these characteristics are not as developed as the Base they are available and can be used as additional resources when needed.

The more we use these characteristics the more we expand the flexibility of our communication style and enhance our potential.

### PHASE

In addition to our base personality, we have a personality phase type that can change over a lifetime. Some people experience one or more



For those of us who have experienced a Phase change, we almost always experience the Distress Sequence of our Phase Personality, but on rare occasions, we might experience the Distress Sequence of our Base Personality.

### SECTION 2.

## The Six Personality Floors



### HARMONIZER FLOOR

CHARACTER STRENGTHS  
Compassionate, sensitive and warm.

PERCEPTION  
Perceives the world through the filter of emotions "I feel...", "I care...", "I love..."

MANAGEMENT STYLE  
Needs and offers a benevolent management style

SENTENCE STRUCTURE  
Nurtures

TRAITS  
Ability to nurture and give to others. Good at creating harmony.

BASE  
North American Population 30%; 25% are male and 75% are female.

Notes:

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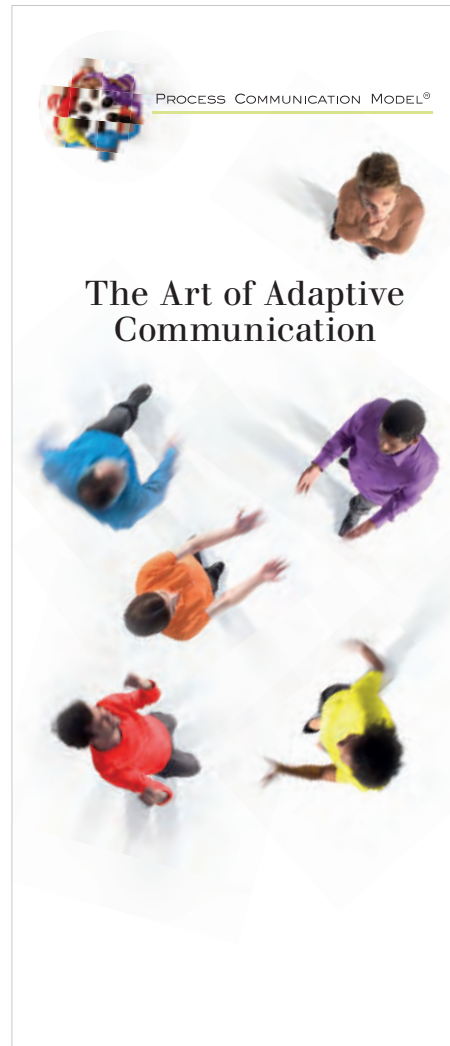
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Seminar - Discover The Process Communication Model

15

## INTERNATIONAL CONFERENCE MATERIAL 2017

### CONFERENCE BOOKLET, AGENDA AND PULL UP BANNERS.





AVATU - UK CYBERSECURITY | MY OBJECTIVE TO DEVELOP A BRAND

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VIP INVITATION

**avatu** cybersecurity advisors  
for inspiring companies

## CYBER SECURITY

### A State-Level Issue

The **New Statesman** invites you to the VIP launch of an important new report into cyber security policy.

Hear first hand how to attack this fast growing, vastly challenging issue. Examine cyber security from all levels, from evolving government thinking to initiatives which support inspiring companies.

Date: **Thursday 23rd February**  
Start time: **7.00pm**  
Drinks and canapés will be served

Venue: The Churchill Room  
**House of Commons**  
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**NewStatesman**



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## YOU ARE INVITED...

...TO COME AND HELP US CELEBRATE!

To celebrate **25 years** in digital forensics, with shaking along our long-standing customers - and our new friends - to a relaxed networking get together.

We really hope you can come.

Drinks sponsored by **GUIDANCE**

Date: **Tuesday 14th March**  
Start time: **7.00pm**  
Venue: Room 33 at The Radisson Blu Edwardian at Heathrow

RSVP: On **01296 621121** or email [ruth.edmonds@avatu.co.uk](mailto:ruth.edmonds@avatu.co.uk)



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SECURITY & COMPLIANCE

## Harnessing the **POWER** of your **PEOPLE**

People are often seen as the weakest link in an infosecurity plan. But **GDPR compliance means you have to take control of your insider threat.** And you need to do it now.

**A breakfast briefing with essential legal, technical and practical advice.**

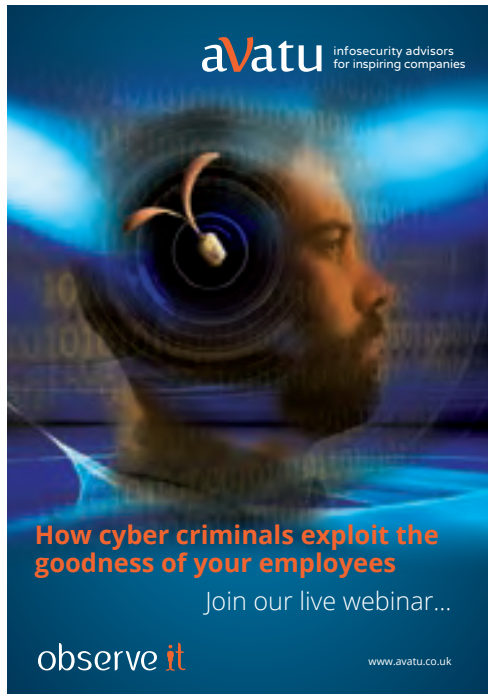
Date: **Thursday, 25th May 2017**  
Time: **8.30am to 11.30am**  
Venue: Shangri-La at The Shard  
RSVP: To [luisa.farmer@avatu.co.uk](mailto:luisa.farmer@avatu.co.uk)

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- How to develop a strategy for combatting high-risk behaviour (both malicious and unwitting) and consider motivations such as revenge, spite and greed
- How to spot the early warning signals and thwart risks
- How to instill a positive security culture, and still monitor your people's behaviour

**Your speakers**

**John Boles**  
former FBI assistant director for international operations

**David Nice**  
insider threat technical expert – ObservelT

**Live webinar**  
Date: **Tuesday, 4 April, 2017**  
Time: **2pm BST (Tuesday)**

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## How cyber criminals exploit the goodness of your employees

> An **FBI perspective** including practical tips to prevent a breach

**Register NOW >**

Join our webinar and gain an **FBI perspective** including practical tips to prevent a breach.

Insider threats are a massive challenge for many organisations. But understanding the motivations and behaviours of the people inside your organisation - and those on outside trying to get in - will help you reduce the risk.

Hearing from an expert who's held a senior role in the FBI, focusing on this area, is unmissable.

**Register NOW >**

## Your speakers

**John Boles**  
former FBI assistant director for international operations

John Boles served for 20 years in the FBI as both Assistant Director and Deputy Assistant Director, responsible for directing and managing the FBI's global cyber operations and investigations, and for leading the Bureau's international operations in 84 countries.

**David Nice**  
insider threat technical expert – ObservelT

David Nice has worked in the security environment for almost 20 years and consequently understands the challenges faced by companies - and public bodies - inside and out. Today he specialises in insider threats and helping people to adapt their behaviours.

**Live webinar**  
Date: **Tuesday, 4 April, 2017**  
Time: **2pm BST (Tuesday)**

**Register NOW >**

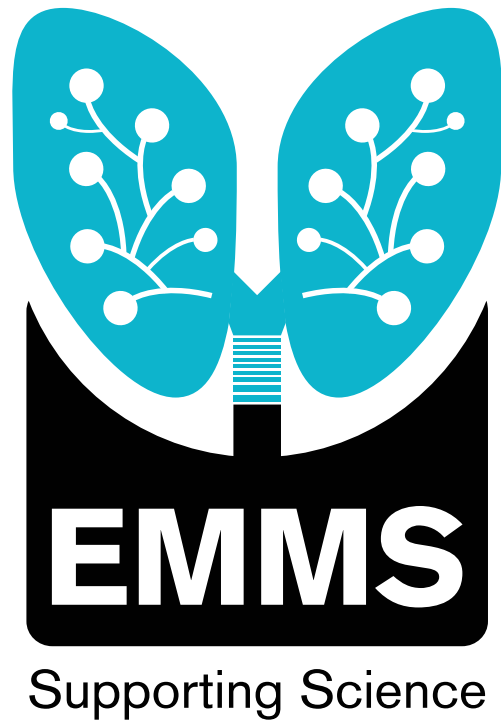
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# EMMS - UK MEDICAL | MY OBJECTIVE BRAND REFRESH AND NEW DIRECTION









# CUT THE CRAP

« BUT IN A NICE WAY »»

**Come on in.  
All the help you need is inside.**

You need to sound like a:

## HELPFUL NEIGHBOUR

(or impartial advisor)




You'll walk the line:

## YOU'LL BE – AND SOUND - HELPFUL

(but not matey) »»

### 1. WHY ARE WE USING A NEW WRITING STYLE?



We want to do a great job for all our customers and that means looking carefully at the things we do and the way we do them.

When we looked at our letters, emails and other written communications, we discovered there's quite a lot we can do to make them clearer and better.

We're also making a less positive impression when we write than when we speak to people on the phone or face-to-face.

**Our new writing style will sort this all out.**

### 2. WHAT DO WE WANT TO ACHIEVE?

**The main things we want to do are:**

- Keep it simple
- Be straight forward: Cut the crap (get rid of the things we don't need to say. They just get in the way)
- Add the personal touch: Make a better impression every time by sounding more natural, human and helpful when we write (not just when we speak to people face-to-face or on the phone)

This will also make us more consistent. We'll all sound like we work at the same company, where the same things matter.

»»