

# Remarkable Partnerships



## Strategic Corporate Partnerships Masterclass

With Jonathan Andrews, Royston Abernethy and Alan Clayton

The Inch, Loch Ness, 7-9 March 2018. £475 + VAT

*"I was delighted to be able to attend the masterclass with our Corporate Partnerships Officer and our Director of Fundraising. We have started to incorporate some of our learnings into our new business approaches and I am confident that we will have major successes this year. My personal highlight was looking around the room to see floods of tears after the delegates all delivered incredibly powerful, emotional pitches. I recommend this course very highly for anyone involved in corporate fundraising."*

James Grant, Head of Corporate, Commercial & Events, SSAFA, the Armed Forces Charity

### Move your corporate partnerships from ordinary to exceptional

There are partnerships – and then there are ground-breaking partnerships. This masterclass is an excellent opportunity for you and your organisation to step up your game and secure major, long-term corporate partnerships. Remarkable Partnerships are proud to present our new masterclass to enable you to transform your organisation's ability to attract, secure and deliver truly exceptional corporate partnerships.

### What you will learn

- How to move your organisation's partnership focus from tactical to strategic.
- Our latest thinking on how to engage companies on their social purpose.
- How to think more creatively about value in a changing world.
- How inspirational and powerful partnerships are based on innovative ideas – and how to tell the good ideas from the bad.
- How to get your proposal read, by the decision makers.
- How to deliver an outstanding pitch.
- How to inspire your colleagues, create buy-in and develop a partnership culture.
- How to deliver an exceptional experience for companies that ensures long term partnerships.
- How to know what is a waste of your time.

## What you will take away

- Your comprehensive roadmap for creating major, strategic corporate partnerships.
- Your focused prospect list and corporate partnerships case for support, developed in cooperation with the experts.
- Awareness of the barriers that can hold you and your organisation back.
- The confidence to win bigger, better partnerships.

## Who should attend?

Fundraising directors, heads of fundraising and ambitious corporate fundraisers – in short, anyone interested in making strategic corporate partnerships an integrated part of their organisation.

## Tutors



**Jonathan Andrews**

Jonathan is a corporate partnerships specialist with 18 years' experience. He has led successful fundraising teams at Alzheimer's Society, Age Concern and Action for Children. At Alzheimer's Society his team's fundraising income increased from £4m to £16m in four years. He has secured major corporate partnerships including BT, Bupa, Credit Suisse, Intel and Santander. He is the co-founder of Byte Night, which has raised over £8 million for Action for Children. In 2013 he created Remarkable Partnerships to help charities and companies create win-win partnerships. He has published two industry reports and he is the project lead on corporate partnerships for the Commission on the Donor Experience.



**Royston Abernethy**

Royston is our expert on the corporate side of partnerships. He moved from the corporate to the charity sector in 2014, managing the new business and partnership activities at Leukaemia & Lymphoma Research and most recently Sue Ryder. Whilst at Sue Ryder he secured an innovative, long-term partnership with DHL and managed the Morrisons partnership during its final six months, raising over £1.25 million. He is passionate about the power of partnerships.

Royston joined Remarkable Partnerships in January 2017 to provide strategic and practical solutions to help charities grow their corporate partnerships.



**Alan Clayton**

Alan works in the inspiration and creative business, for charities, non-profits and NGOs globally. One of the leading consultants, coaches, creative directors and inspirational speakers, Alan has worked with over 320 non-profit clients around the world.

His specialisms are emotional behaviour, board and executive team development, creative strategy, donor insight and motivation and he has published much original research and theory.

Alan is our expert on how to take your pitch to the next level.

Alan joined Remarkable Partnerships as a Director in 2016.

## Learning style

The content of the Strategic Corporate Partnerships Masterclass is built on research-based insight and our extensive experience and wide range of case studies from Australia, the UK and the US. The masterclass is a mix of teaching, in-depth group work and individual sparring. Attending this in-depth, exclusive masterclass will give you a results focused action plan to be implemented immediately on your return.

## Venue

The Inch Hotel and Inspiration Centre, with its gorgeous location overlooking Scotland's most famous loch is a place of inspiration, perspective and energy. It is a perfect retreat from the hustle and bustle of daily life to enable you to focus and think clearly about your most pressing business challenges.

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## To book your place

Email: [jonathan@remarkablepartnerships.com](mailto:jonathan@remarkablepartnerships.com) tel: +44 7789 871 496 [remarkablepartnerships.com](http://remarkablepartnerships.com)

Please note that the course starts at 1pm on Weds 7th and finishes at 1pm on Fri 9th to suit all major travel options.

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