



PAUL CARNEY DESIGN PORTFOLIO

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COUNCIL YOUTH SERVICE

WORKING IN
ASSOCIATION
WITH
MUSIC NET



St.Helens
Council



ST.HELENS COUNCIL
YOUPLAY MUSIC EVENT

WWW.MYSPACE.COM/MUSICNETSTH



MONDAY 2nd APRIL 2007

9.30am - 4.30pm

VENUE - THE CITADEL ARTS CENTRE

AN OPPORTUNITY FOR YOUNG PEOPLE

(AGED BETWEEN 13-19)

TO GET INVOLVED WITH VARIOUS ASPECTS OF THE

MUSIC INDUSTRY SUCH AS;

DJING, MUSIC TECHNOLOGY AND PLAYING INSTRUMENTS.

WORKSHOPS LED BY PROFESSIONALS.

BOOK EARLY TO GUARANTEE PLACE!

TICKETS £2 (LIMITED PLACES AVAILABLE)

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the citadel

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ASSOCIATION
WITH
MUSIC NET



St.Helens
Council



GRAFFITI HAIR DESIGN
FLYER AND LOYALTY CARD

graffiti
hair design



unisex salon

13 darlington street
wigan wn1 1dl
tel. 01942 825939

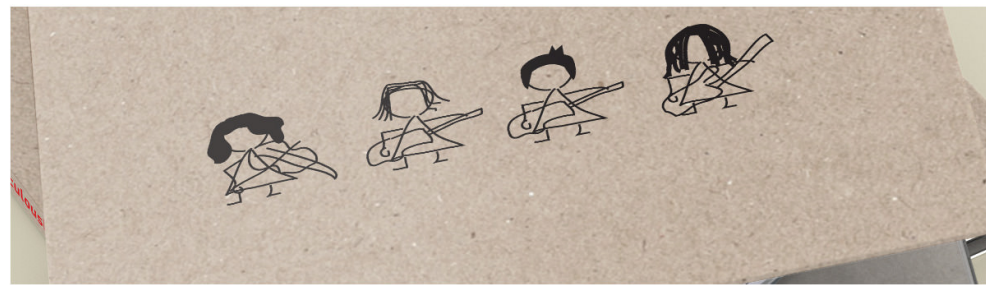
**20% STUDENT
DISCOUNT DAY**

SATURDAY 01 SEPTEMBER 2007

**PLEASE BOOK IN ADVANCE
QUOTING THE OFFER TO
AVOID DISAPPOINTMENT**

**(PLEASE NOTE DISCOUNT WILL
ONLY BE GIVEN ON PRODUCTION
OF A VALID NUS CARD)**

TERMS & CONDITIONS: THIS FLYER ENTITLES ONE STUDENT TO THE OFFER OF ONE 20% CUT ON THE LISTED DAY.
THIS OFFER MAY BE WITHDRAWN AT ANYTIME AND IS AT THE DISCRETION OF THE MANAGEMENT.



TINY TIN LADY RIDICULOUS
BOHEMIA ALBUM ARTWORK
AND PACKAGE



OD's DESIGNER CLOTHING
FULLPAGE NEWSPAPER
ADVERT

WWW.ODSDESIGNERCLOTHING.COM

OD's

WATCH & JEWELLERY BOUTIQUE

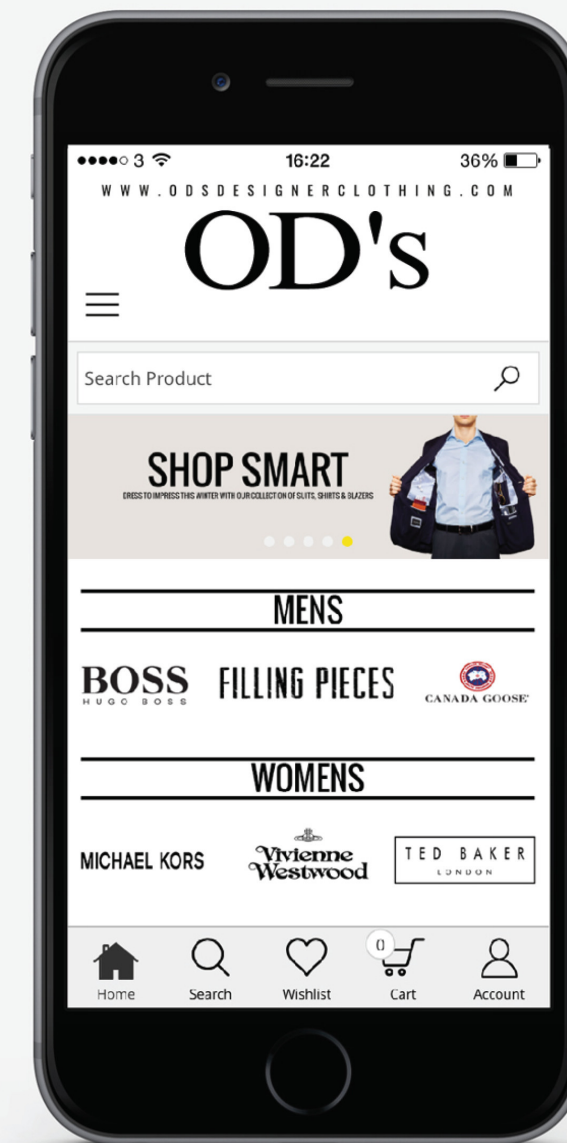
BOSS HUGO BOSS	Vivienne Westwood	CLOGAU	KENZO	ORIS Swiss Made Watches Since 1904	NOMINATION ITALY	SWAROVSKI
Thomas Sabo	88 RUE DU RHONE	JERSEY PEARL	LACOSTE	TED BAKER LONDON	OLIVIA BURTON LONDON	RAYMOND WEIL GENEVE

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APP FLYER

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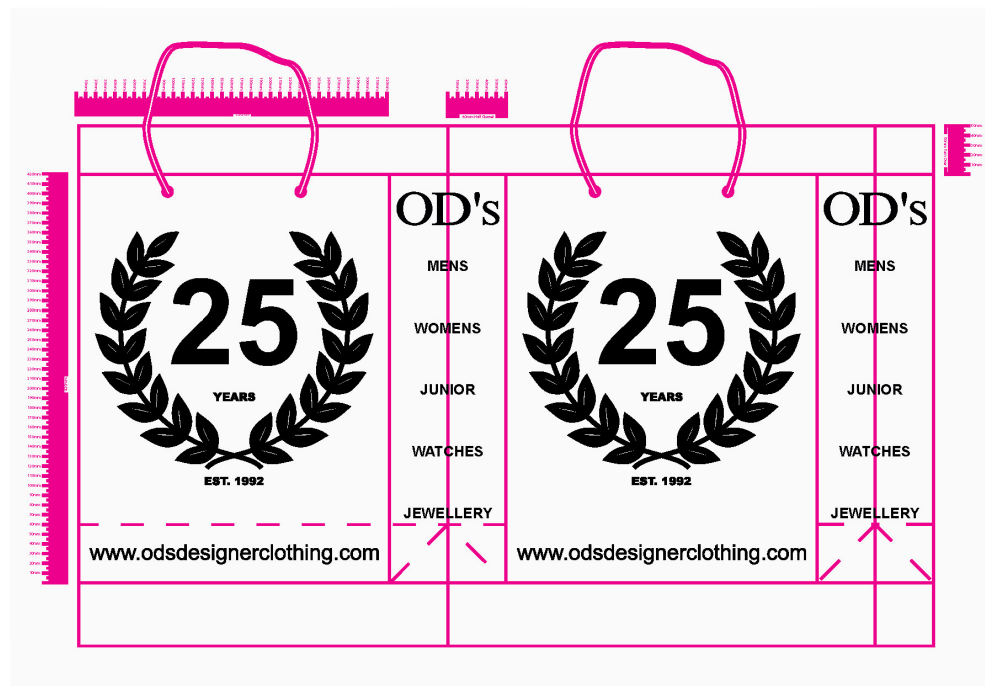
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WATCH & JEWELLERY BOUTIQUE



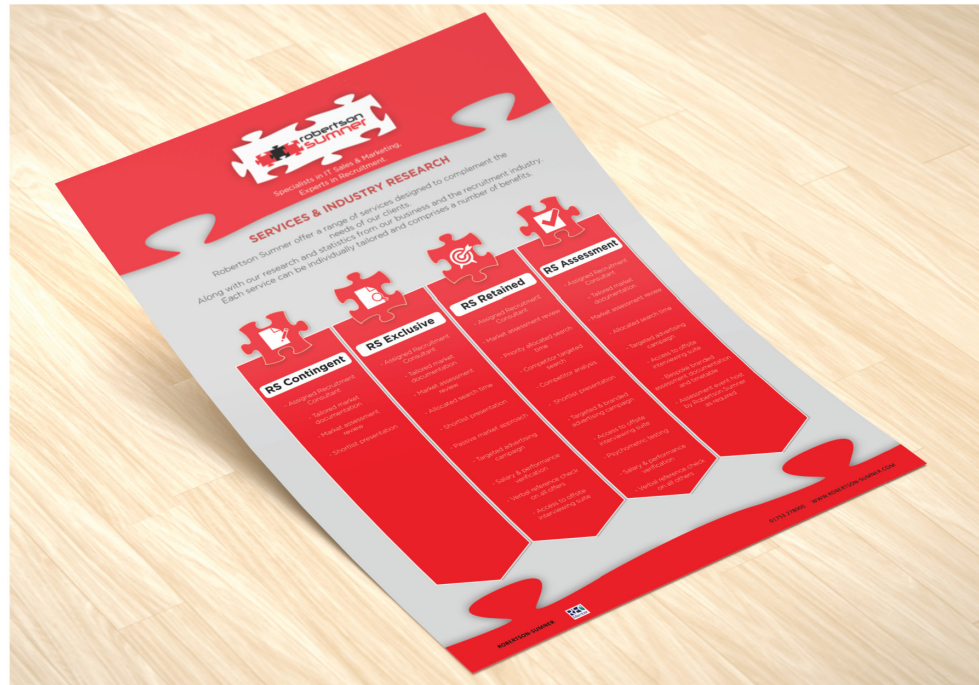
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<i>Thomas Sabo</i>	88 RUE DU RHONE	JERSEY PEARL	LACOSTE	TED BAKER LONDON JEWELLERY	OLIVIA BURTON LONDON	RAYMOND WEIL GENEVE

DON'T FORGET YOU CAN USE YOUR PRIVILEGE KEYRING THROUGHOUT OUR STORES AND ONLINE.
01744 730985 - COTHAM STREET - ST.HELENS - WA10 1SA
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ROBERTSON SUMNER INFOGRAPHIC LEAFLET

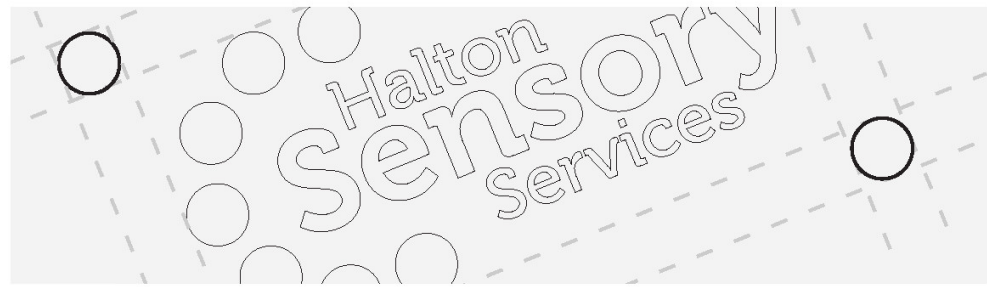


Specialists in IT Sales & Marketing,
Experts in Recruitment.

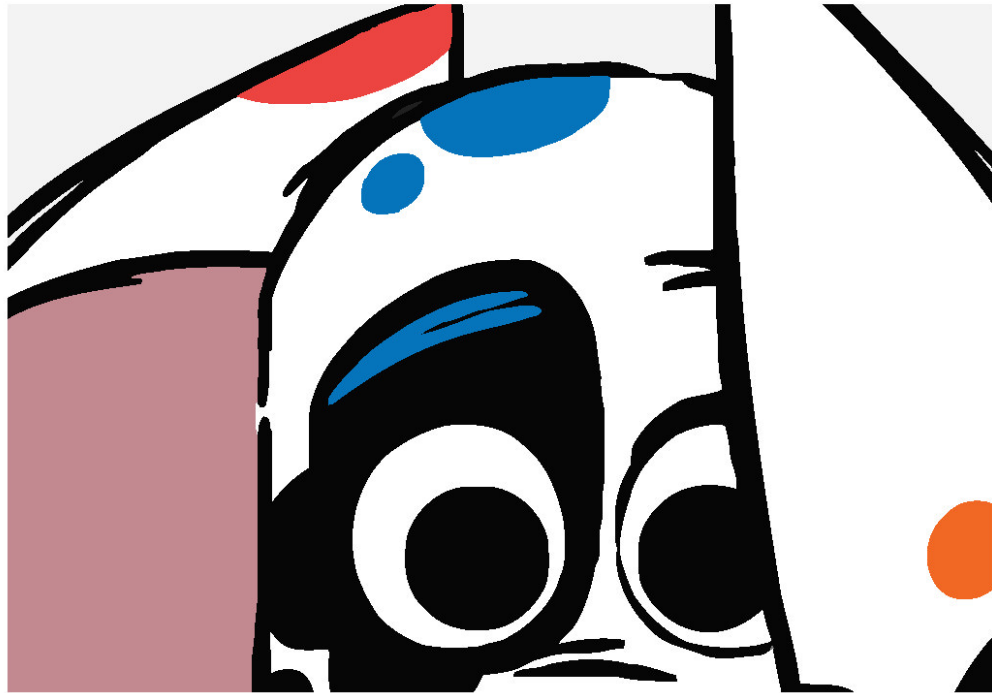
SERVICES & INDUSTRY RESEARCH

Robertson Sumner offer a range of services designed to complement the needs of our clients.
Along with our research and statistics from our business and the recruitment industry. Each service can be individually tailored and comprises a number of benefits.

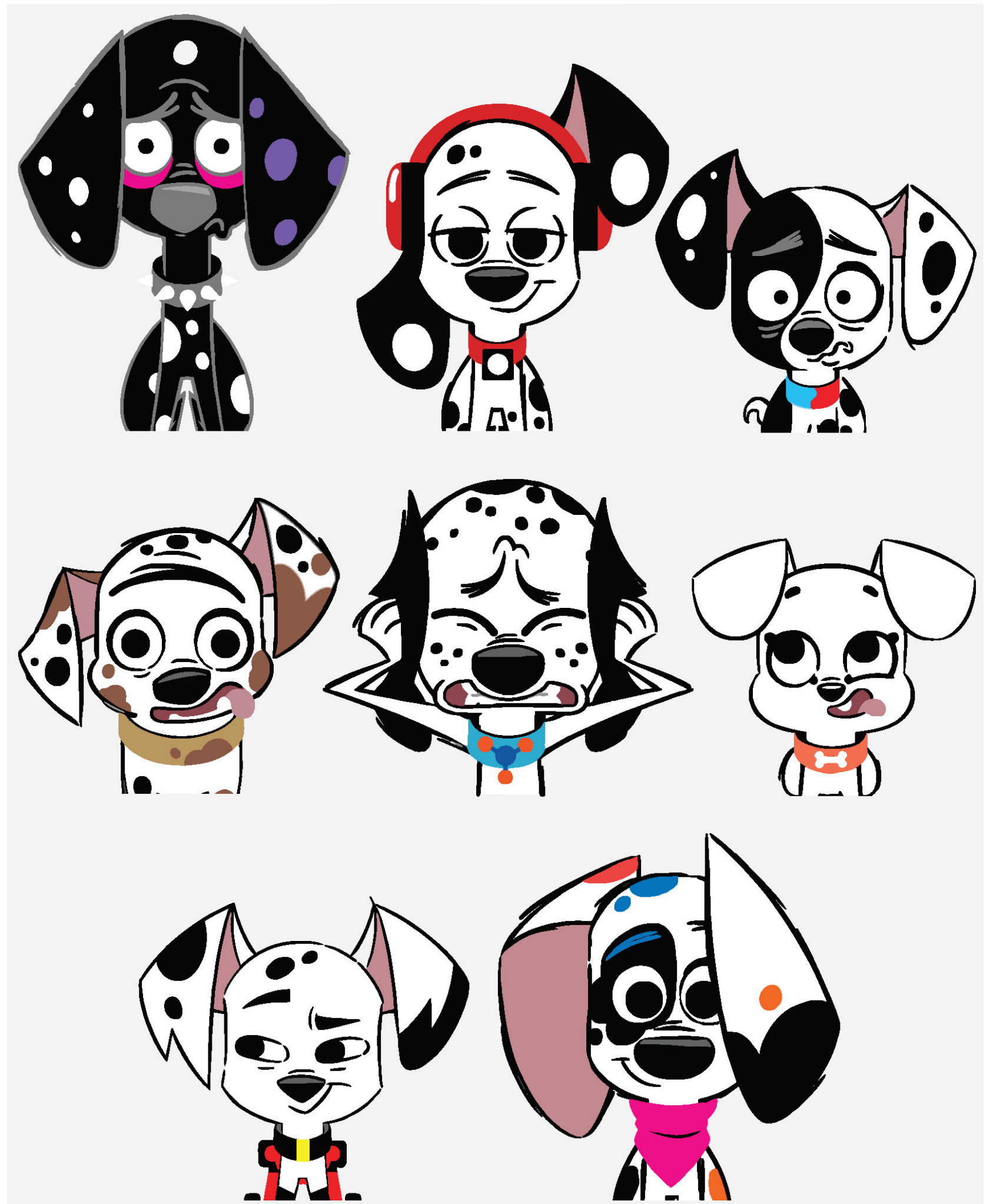
 RS Contingent	 RS Exclusive	 RS Retained	 RS Assessment
- Assigned Recruitment Consultant - Tailored market documentation - Market assessment review - Shortlist presentation	- Assigned Recruitment Consultant - Tailored market documentation - Market assessment review - Allocated search time - Shortlist presentation - Passive market approach - Targeted advertising campaign - Salary & performance verification - Verbal reference check on all offers - Access to offsite interviewing suite	- Assigned Recruitment Consultant - Market assessment review - Priority allocated search time - Competitor targeted search - Competitor analysis - Shortlist presentation - Targeted & branded advertising campaign - Access to offsite interviewing suite - Psychometric testing - Salary & performance verification - Verbal reference check on all others	- Assigned Recruitment Consultant - Tailored market documentation - Market assessment review - Allocated search time - Targeted advertising campaign - Access to offsite interviewing suite - Bespoke branded assessment documentation and timetable - Assessment event host by Robertson Sumner as required



HALTON SENSORY SERVICES
LOGO CREATION



DISNEY 101 DALMATION
STREET VECTORIZATION
FOR LARGE FORMAT PRINT

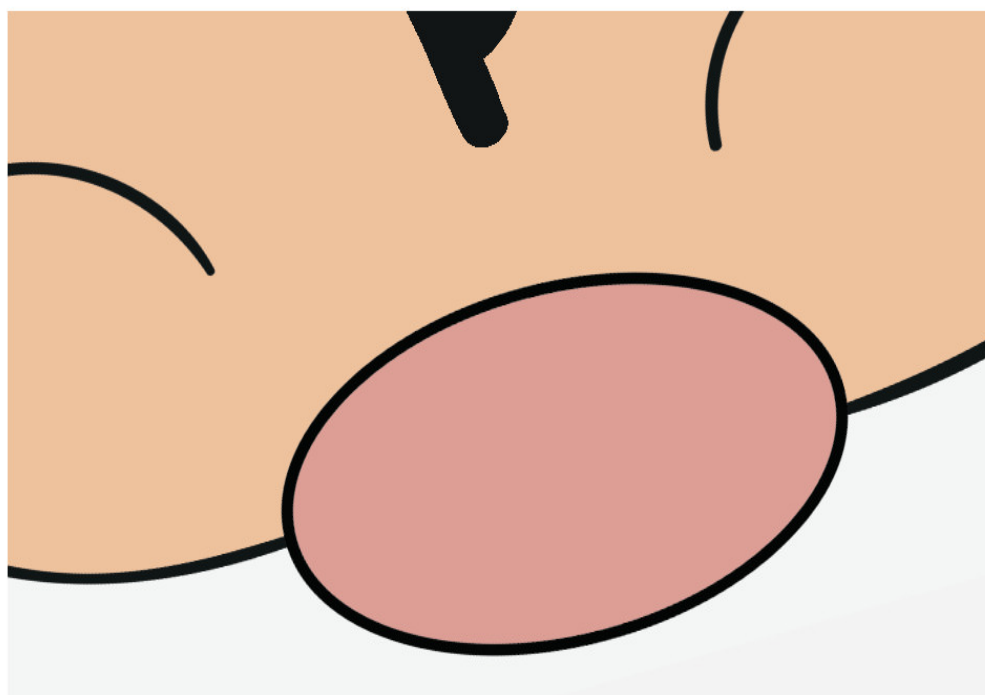


HAPP



HAPPY HANDS LOGO
REWORK AND
VECTORIZATION

Christmas party



HAPPY HANDS
CHRISTMAS PARTY FLYER

A cartoon illustration of a character with a large pink nose and a smiling mouth, wearing a red Santa hat.

HAPPY HANDS

Christmas party

SATURDAY 9TH DECEMBER
5PM - 8PM

TICKET ONLY EVENT. ALL WELCOME. £3 PER CHILD
TO ENSURE YOUR CHILD IS ON THE NICE LIST TO RECEIVE AN XMAS GIFT
CONTACT SANTAS ELF ON 07043082965

XMAS WARES ON SALE

Deafness Resource Centre DEAFNESS RESOURCE CENTRE,
DENTONS GREEN LANE, ST.HELENS, WA10 2QB

PRACTICAL USES FOR YOUR EMAIL LIST

CROSS SELLING

EMAILS CAN BE USED TO CROSS-SELL, I.E. WHERE A SALE HAS PREVIOUSLY OCCURRED THE COMPANY USES THAT KNOWLEDGE TO RECOMMEND A COMPATIBLE PRODUCT, E.G. YOU LIKED BOOK A, SO YOU MIGHT LIKE BOOK B, ETC

REPEAT SELLING

THIS WOULD BE AN EMAIL AIMING TO CREATE A REPEAT SALE OF A PREVIOUSLY PURCHASED ITEM. EXAMPLES OF THESE SORTS OF PRODUCTS COULD INCLUDE STATIONERY, LIGHT BULBS, CLEANING PRODUCTS, ETC. THESE TYPES OF EMAILS ARE SENT FREQUENTLY BY COMPANIES SUCH AS AMAZON AND EBAY – THE SUCCESS OF THIS TACTIC WILL DEPEND ON THE COMPANY PRODUCT RANGE BEING SOLD

INTELLIGENT DATA GROUP

PRACTICAL USES FOR YOUR EMAIL LIST

NOW YOU'VE GOT A LIST YOU'LL WANT TO USE IT. BUT TREAT IT CAREFULLY, YOU DON'T WANT TO SPAM YOUR LIST WITH AN EXCESSIVE AMOUNT OF MARKETING MATERIALS. IN THIS INFOGRAPHIC WE'VE LISTED A FEW USES YOU CAN MAKE FOR YOUR EMAIL MARKETING LIST, BE SURE TO USE THESE TECHNIQUES – BUT NOT ALL AT ONCE. MANY OF THE FOLLOWING CAN AND SHOULD BE USED IN THE SAME EMAIL, FOR EXAMPLE THERE'S NO REASON YOU COULDN'T ASK EMAIL RECIPIENTS TO ANSWER THE FOLLOWING IN YOUR EMAILS –

- ✓ VERIFY THEIR CONTACT INFORMATION,
- ✓ ASK FOR SOCIAL MEDIA ACTIVITY, OR
- ✓ ASK FOR FEEDBACK ABOUT YOUR PRODUCTS/SERVICES.

EMAIL MARKETING SALES

OF COURSE THE USUAL AND A FUNDAMENTAL REASON FOR USING AN EMAIL LIST IS FOR MARKETING PURPOSES. THIS COULD INCLUDE A RANGE OF ACTIVITIES INCLUDING:

ABANDONED SHOPPING CART REMINDER

WHEN VISITING AN ECOMMERCE SITE A CUSTOMER MAY HAVE ADDED ITEMS TO A BASKET AND THEN LEFT THEM THERE. ABANDONING THE TRANSACTION, A FOLLOW-UP MARKETING EMAIL REMINDS THE CUSTOMER OF THIS ABANDONED TRANSACTION AND GIVES THEM THE LINK/OPPORTUNITY TO COMPLETE THE PURCHASE

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FLASH SALES

WE'VE ALL RECEIVED EMAILS LIKE THIS. THESE ARE THE EMAILS WHERE USERS HAVE A LIMITED TIME TO BUY A PRODUCT, E.G. ORDER TODAY AND GET 50% OFF. THESE ARE WIDELY USED TO SELL TRAINING COURSES AND IN PARTICULAR SERVICES WITH VERY LOW VARIABLE COST

UPSELLING

THIS DEPENDS ON A PREVIOUS SALE AND THE EMAIL WOULD ENCOURAGE THE RECIPIENT TO BUY UPGRADER, ADD-ONS OR MORE EXPENSIVE ITEMS RELATED TO THE ORIGINAL PURCHASE

COMPETITIONS

COMPETITIONS VIA EMAILS HAVE PROVEN TO BE QUITE SUCCESSFUL IN THE PAST. HERE ARE SOME THOUGHTS ABOUT COMPETITIONS IN EMAILS:

COMPETITIONS CAN BE A REMINDER TO CUSTOMERS OF YOUR COMPANY, PRODUCTS AND SERVICES

COMPETITIONS CAN BE EXCLUSIVE TO EMAIL OR COULD BE PART OF A WIDER COMPETITION WHERE EMAIL IS BEING USED AS ONE OF THE CHANNELS OF ENTRY

EXERCISE CARE WITH COMPETITIONS. CHECK THE LAW AND PREVAILING REGULATIONS. ENTRY FEES FOR A COMPETITION IN PARTICULAR ARE DUBIOUS AS THIS COULD CONTRAVENE GAMBLING LAW

DATA CLEANSING & INFORMATION SHARING

ANOTHER AREA OF BENEFIT OF EMAILS IS DATA CLEANSING AND INFORMATION SHARING, THIS INCLUDES:

DATA CLEANS
WHERE HELD INFORMATION IS SHARED, RECIPIENTS CAN BE ASKED TO CONFIRM THAT THE INFORMATION IS ACCURATE.

WHERE IT ISN'T THE RECIPIENT CAN FEEDBACK AND AID IN CLEANSING THE CORE DATA

DATA ENHANCE
WHERE INFORMATION IS NOT KNOWN THIS COULD BE REQUESTED, E.G. MISSING MOBILE PHONE NUMBER, EMAIL ADDRESS, INTERESTS, ETC. IF SUPPLIED BY THE CUSTOMER THIS INFORMATION COULD THEN BE ADDED TO THE DATABASE RECORD

INFORMATION SHARING
EMAILS CAN BE USED TO ENCOURAGE OPENNESS BY COMPANIES SHARING THE INFORMATION THEY HOLD ABOUT A CUSTOMER AND SHARING IT OPENLY

DISTRIBUTING FULL SOFTWARE & UPDATES

ANOTHER GREAT USE OF AN EMAIL LIST IS TO SEND FULL VERSIONS OF SOFTWARE, APPS OR UPDATES ON PREVIOUS VERSIONS.

ALTHOUGH THIS WON'T BE RELEVANT TO MOST BUSINESSES FOR THOSE DISTRIBUTING SOFTWARE THIS IS A CONVENIENT METHOD. EMAIL LISTS FOR SOFTWARE DISTRIBUTIONS ARE USED BY COMPANIES SUCH AS ADOBE, APPLE AND MICROSOFT AND EXTENSIVELY BY ANTI-VIRUS AND MALWARE PROVIDERS TOO.

THE EMAIL WILL CONTAIN A LINK TO THE DOWNLOAD WEB PAGE FOR THE SOFTWARE AND WHEN CLICKED THIS WEB PAGE WILL PROVIDE THE USER WITH ALL THE DOWNLOAD DETAILS THEY WILL NEED.

CHARITY FUNDRAISING

EMAIL LISTS CAN BE USED TO SEEK CHARITY FUNDRAISING. THIS WILL DEPEND ON THE TYPE OF ORGANISATION AND CAN BE DIVIDED:

Charities

EMAILS ARE WIDELY USED BY CHARITIES AS A SOURCE OF FUNDRAISING APPEALS FOR INCOME. EMAILS CAN SIMPLY BE SENT REQUESTING DONATIONS DIRECTLY OR THROUGH THIRD PARTY SITES SUCH AS JUSTGIVING.

Companies

MANY COMPANIES WILL HAVE AN OFFICIAL CHARITY THEY PARTNER WITH AND FROM TIME TO TIME MAY SEND OUT FUNDRAISING EMAILS TO THEIR LIST. CLASSIC EXAMPLES OF THIS COULD INCLUDE EASTER RELIEF (E.G. NEPAL EARTHQUAKE OR ASIAN TSUNAMI) OR FOR THE ANNUAL BOB CHILDREN IN NEED APPEAL.

SOCIAL MEDIA TERMINOLOGY

- FACEBOOK – SEEK ACCOUNT LIKES AND VISITS TO YOUR SITE, FOR POSTS – LIKES, COMMENTS AND SHARES
- TWITTER – SEEK NEW FOLLOWERS, FOR INDIVIDUAL TWEETS – REPLIES, RETWEETS, LIKES, FAVOURITES AND SHARES VIA DIRECT MESSAGES
- GOOGLE+ – SEEK NEW FOLLOWERS AND PROFILE VIEWS, FOR POSTS SEEK +1S, SHARES, COMMENTS
- YOUTUBE – SEEK NEW SUBSCRIBERS, FOR YOUTUBE VIDEOS – LIKES, FAVOURITES, SHARES, EMBEDS OF YOUR VIDEO ON OTHER SITES
- PINTEREST – SEEK NEW FOLLOWERS, FOR INDIVIDUAL PINS (I.E. PHOTOS/PICTURES) – COMMENTS AND REPIKS
- OTHER SOCIAL MEDIA CHANNELS – THE ABOVE ARE JUST A FEW EXAMPLES BUT OTHERS WHERE THE SAME WOULD APPLY INCLUDE FLICKR, FOURSQUARE, INSTAGRAM, LINKEDIN, REDDIT, STUMBLEUPON AND TUMBLR
- PODCASTS – FOLLOWERS AND SOCIAL MEDIA ACTIVITY COULD ALSO BE SOUGHT FOR PODCASTS ON A VARIETY OF PLATFORMS
- WEBSITE VISITS – FOR ALL OF THE ABOVE COMPANIES CAN ALSO EXPECT PLENTY OF VISITS TO THEIR WEBSITE

COMPANY ANNOUNCEMENTS & NEWS

EMAILS CAN AND SHOULD BE USED FOR GENERAL COMPANY ANNOUNCEMENTS AND NEWS, EXAMPLES INCLUDE:

COMPANY NEWSLETTERS – THIS IS OFTEN JUST ANOTHER FORM OF COMPANY MARKETING. THESE ARE OFTEN SENT OUT AT REGULAR INTERVALS (E.G. MONTHLY) AND CAN CREATE GOOD TRAFFIC FLOWS TO COMPANY WEBSITES AND ALSO KEEP COMPANIES IN THE MIND OF THE CUSTOMER

COMPANY NEWS – GENERAL COMPANY NEWS CAN BE SHARED BUT THIS SHOULDN'T BE TOO FREQUENT FOR THE CUSTOMER TO HIT THE "UNSUBSCRIBE" OPTION. OFTEN CUSTOMERS HAVING ACCESS TO CATEGORIES OF NEWS RATHER THAN EVERY NEWS TOPIC IS A GREAT COMPROMISE

COMPANY ANNOUNCEMENTS – THESE WOULD BE MAJOR IN NATURE, E.G. TAKEOVER NEWS, KEY EMPLOYEE CHANGE, PRODUCT RECALL INFORMATION, ETC.

NEW PRODUCTS AND SERVICES – EMAILS ARE A CLASSIC OPPORTUNITY TO SHARE DETAILS ABOUT NEW PRODUCTS AND SERVICES WITH CUSTOMERS

INCOME GENERATION

CARE NEEDS TO BE EXERCISED WHEN CONSIDERING THE USE OF EMAILS FOR GENERATING INCOME IN THEIR OWN RIGHT. AS A GENERAL RULE OF THUMB PROVIDED THE TECHNIQUE IS SUBTLE IT CAN WORK. HERE ARE SOME IDEAS:

ADVERTISING INCOME – SUBTLE USE OF ADVERTS CAN BE EMBEDDED INTO EMAILS. THIS IS ESPECIALLY THE CASE IF THE ADVERT IS RELEVANT TO THE EMAIL THEME (E.G. IF AN EMAIL IS ABOUT A LEGAL TOPIC THEN AN ADVERT FOR A LEGAL FIRM IS ESPECIALLY RELEVANT). THERE ARE TWO TYPES OF FEE THAT COULD APPLY TYPICALLY TO THE ADVERT:

FIXED PRICE

A FIXED FEE FOR THE CAMPAIGN IS CHARGED

PAY PER CLICK

SOMETIMES AN ADVERT IS PAID ON A PER CLICK BASIS, RATHER THAN AT A FIXED PRICE



ST.HELENS CHRISTMAS
LIGHTS SWITCH ON ADVERT

CHRISTMAS LIGHTS SWITCH ON



FIVE

**PLUS, A HOST OF LOCAL AND
REGIONAL TALENT**

**SATURDAY 18TH NOVEMBER 2018
VICTORIA SQUARE
STARTS 4:00PM**

FREE EVENT

NSPCC St. Helens Council
RADIOCITY **ST HELENS**
YOUR MUSIC YOUR LIFE official media partner CULTURALLY CENTRED

To find out more information:
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www.merseytravel.gov.uk



What makes a successful strategy

1. More & more good quality graduate & apprentices

Making it a candidate driven market which has led to

This increased competition also means

- a) early engagement matters
- b) candidate experience is key
- c) a pressing need to differentiate offering

www.mykindafuture.com

What makes a successful Early Careers Strategy

1. The business case - why have an Early Future?
2. Attraction & Engagement
3. Recruitment & Selection
4. Pre-boarding
5. Induction, Training & Development

Get all this right and see increased speed to value in year one

With Diversity & Inclusion as the thread that runs through everything

What makes a successful strategy hard to deliver?

1. More & more good quality graduate & apprentices opportunities
2. Making it a candidate driven market which has led to a rise of new entrants, due to state competition

This increased competition also means

- a) early engagement matters
- b) candidate experience is key
- c) a pressing need to differentiate offering
2. Pressure on the Early Careers team to do more with less, as a rise of tech to enable this
3. It is getting harder and harder for young people to choose both between offerings, and what's right for them, so the need for scale to see engagement continue, supported by tech to deliver scale and that ongoing engagement
4. Diversity & Inclusion the number 1 challenge for the last 2 years, and to not just to attract but also have more diverse talent

Why are MyKindaFuture the 'go-to' in Early Careers?

They have got up and tech to overcome the challenges and drive on employee strategies due to our

Breadth of experience across all and every sectors (public and private)

Proven Face to face and tech solutions

Reach off to schools XX uni, with targeting tools leading to accelerated impact - XX face to face events in 2018

An innovative tech platform that drives up engagement & conversion rates, drives down time-to-hire and costs 100% reduction in time-to-hire, 11% savings, 45% more female hires, double engagement levels

Been in Early Careers for 25+ years

Over 30 Early dedicated experts in-house



Fountain of knowledge and support from network of partnerships

What you need to know about MKF

MyKindaFuture Engage, Attract and Retain diverse graduates, interns, apprentices, school leavers and work experience

They provide services across the breadth of the Early Careers landscape

What does a MyKindaFuture early careers process look like?

Designed and tailored outreach

Attraction - face-to-face events booked through Future Society for data and video distribution network for schools and digital (social, job boards)

Recruitment - online application platforms - screening - online testing - assessment days - one-to-one support at every step

Pre-boarding via connect

Clients use MKF for all or part of this process

At whilst supporting candidates to maximise conversion rates and diversity of hires



OD's DESIGNER CLOTHING
BLACK FRIDAY FULLPAGE
NEWSPAPER ADVERT

CALVIN KLEIN	ROYAUMS	LOVE MOSCHINO	MICHAEL KORS	Thomas Sabo	OLIVIA BURTON LONDON
BURBERRY LONDON ENGLAND	GIVENCHY PARIS	MOOSE KNUCKLES	nobis	TED BAKER LONDON	BALMAIN PARIS
BOSS HUGO BOSS	GUESS	MOSCHINO	Z ZEGNA	TISSOT SWISS WATCHES SINCE 1853	ANDROID HOMME LOS ANGELES
ChloBo Irresistibly Collectable Jewellery	JACOB COHEN	NOMINATION ITALY	Vivienne Westwood	RAYMOND WEIL GENEVE	THE NORTH FACE
C.P. COMPANY	KENZO KIDS	SWAROVSKI	UGG	STONE ISLAND	NEIL BARRETT
DSQUARED2	LANVIN	Paul Smith	TRUE RELIGION	SWIMS	MALLET LONDON

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Property maintenance services we offer

Here at Martlew's Property Maintenance Ltd we offer a wide variety of services in the following sectors; Domestic, Commercial, Social Housing and New Build.



Domestic



Commercial



Social Housing



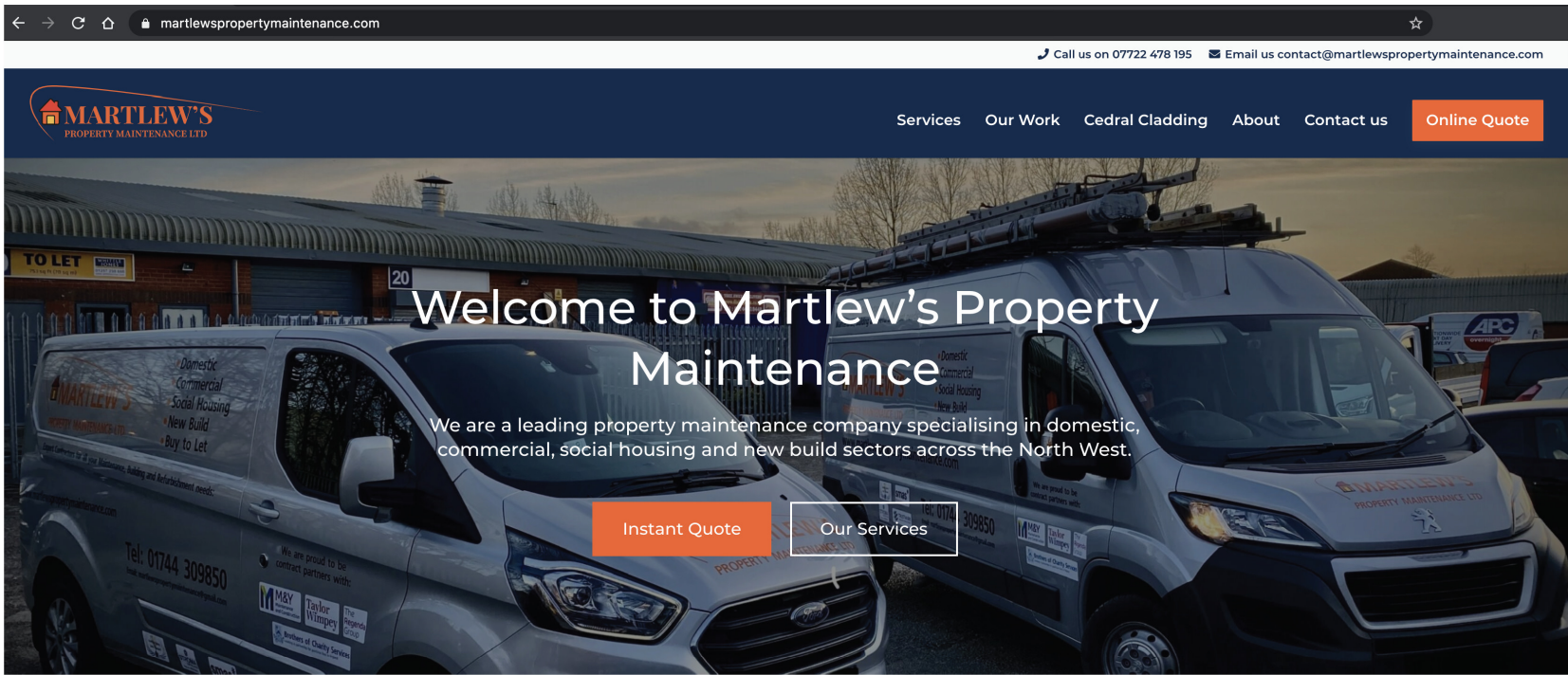
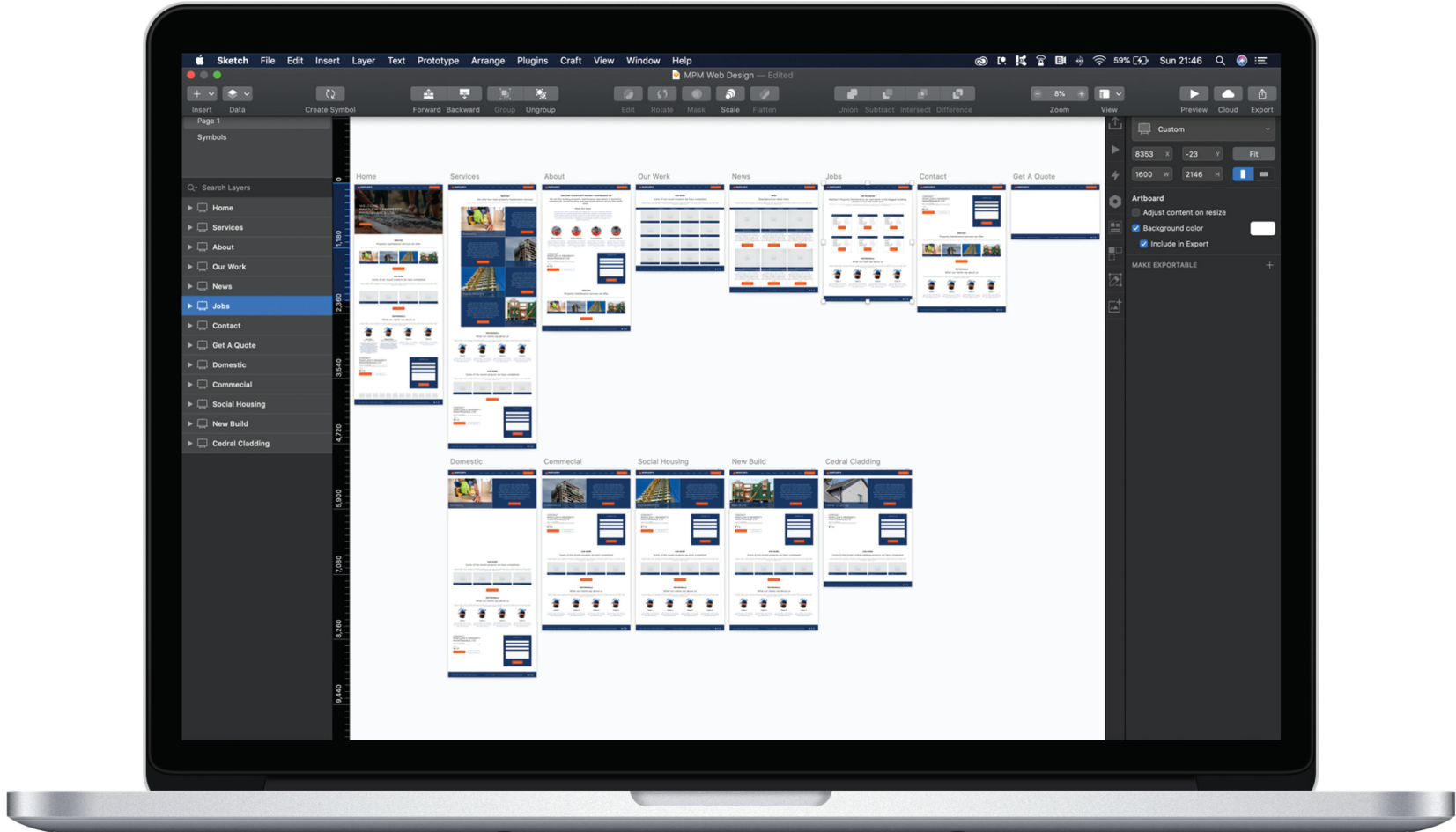
New Build

WELCOME TO MARTLEW'S PROPERTY MAINTENANCE LTD

We are leading property maintenance specialists in Domestic, Commercial, Social Housing and New Build sectors across the North West.

INSTANT QUOTE

OUR SERVICES



MARTLEW'S PROPERTY MAINTENANCE SKETCH WIREFRAMES

Property Maintenance Services We Offer

Here at Martlew's Property Maintenance Ltd we offer a wide variety of services in the following sectors; Domestic, Commercial, Social Housing and New Build. We help customers from all over the North West including Liverpool, St Helens, Warrington, Manchester, and Wigan.