Induction Training Timetable

Day One

Time	Session	Trainer
09:30	Welcome and Agenda	Alex Brook
10:00	Why it'seeze?	Alex Brook
11:30	**Break and Photo Shoot**	Sam Scott
11:45	it'seeze Editor – The basics	Lee Allan
12:45	**Lunch**	Adam Thomlinson
13:15	Search Engine Optimisation (SEO) and Google Analytics	Lauren Bourne
14:15	it'seeze Editor (continued)	Lee Allan
15:15	it'seeze Commerce	Adam Thomlinson
17:00	**Close**	

Day Two

Time	Session	Trainer
09:00	Packages and Pricing Plans	Oscar Akiki
11:00	**Break**	
11:15	Marketing your region	Amy Cross-Webber
13:15	**Lunch**	Alex Brook
13:45	Social Media	Lauren Bourne
15:15	What makes a good website brief?	Steve Vosper
16:00	it'seeze UP – Gathering website content	Adam Thomlinson
17:00	**Close**	

Day Three

Time	Session	Trainer
09:00	it'seeze Admin System – signing up customers	Adam Thomlinson
10:45	**Break**	
11:00	Domain registrations & transfers	Caroline Gorst
12:00	Silktide – website analysis	Adam Thomlinson
12:45	**Lunch**	Amy Cross-Webber
13:15	A Franchisee view to success	Ian Burnett
17:00	**Close**	
17:45	**Evening Meal at Bistrot Pierre**	Joanne Robbins and Alex Brook

Day Four

Time	Session	Trainer
09:00	Conducting effective sales appointments	Richard Palmer
10:30	**Break**	
10:45	Conducting effective sales appointments	Richard Palmer
13:15	**Lunch**	Kevin Woods
13:45	Customer training on the it'seeze Editor	Lee Allan
14:15	CRM	Adam Thomlinson
16:15	**Close**	

Day Five

Time	Session	Trainer
09:00	Essential Appointment Setting skills	Richard Palmer
11:00	**Break**	
11:15	Essential Appointment Setting skills	Richard Palmer
13:00	**Lunch**	Joanne Robbins & Richard Palmer
13:30	Essential Appointment Setting skills	Richard Palmer
15:00	Systems review (Practical)	Adam Thomlinson
16:15	Business Plan review	Alex Brook & Amy Cross-Webber
17:00	**Close**	

Session times may change.

Day Six

Date	Session	Trainer
TBC	Field Training	Franchisee

This will include attending a business networking group meeting and also a sales appointment with a prospective customer.