

Booking form - Cluster group training

Details of the next **isbi schools Cluster group training** day are shown below. If you or any of your colleagues feel that you would benefit from attending this course then please complete and return this form.

Course: Special Schools Marketing Workshop <i>This event is exclusively for NASS member schools</i>	
Location: Treehouse School, Woodside Avenue, Muswell Hill, London N10 3JA	Time and date: 9.30 am Thursday 21 October 2010 Speaker: Jonathan Fingerhut

Delegates . . .

Please enter details of all delegates wishing to attend below.

School name:	
Delegate name: Job title: Telephone: Email:	Individual needs: <i>(diet, accessibility to venue, etc)</i>
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Payment . . .

Payment is due at the time of booking so, when returning this form please enclose your payment to secure your place on this course. Places are allocated on a 'first come' basis and numbers are limited. In the event of cancellation by a delegate, a minimum of 24 hours notice must be given by telephone. To claim refunds (less an administration fee of £10.00) please contact Tracy Green using the details shown below.

Cost: £141.00 (inc VAT) per delegate	Cheques made payable to: 'Which School Ltd'
Cheque number:	Total amount:

Return . . .

Please return completed form, with payment to:

isbi schools Cluster group training Which School Ltd Tilshead House Tilshead Salisbury Wiltshire SP3 4RX	Office use only: Date received: Cheque enclosed: Receipt issued: Confirmation sent:
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Programme

Time	
09.30 – 10.00	Registration
10.00 - 11.15	Speaker
11.15 - 11.30	Break
11.30 - 12.30	Speaker
12.30 - 13.30	Lunch
13.30 - 15.00	Speaker
15.00 - 15.30	Summary and open forum

Jonathan Fingerhut CV

Jonathan Fingerhut has been working in the marketing world for 30 years melding together a unique set of skills and experience that now focuses on helping state, independent and non maintained schools – both special and mainstream – to attract more students.

Experience

After graduating from The London School of Economics, Jonathan worked in a number of marketing positions. In 1984 he set up his own marketing consultancy which he built up and subsequently sold it in 1997.

Since then, Jonathan has been focussing his efforts as an independent advisor in supporting small and medium size organisations in the education, charity and commercial sectors.

He has been Chair of Trustees setting up a new £50 million voluntary aided faith secondary school (including a special resource provision) in London. This has brought him into close contact at senior level with the DFE and local authorities.

His work with Treloar's over the past four years has further consolidated and extended this experience in the SEN/LLDD special schools sector with the DFE, the now defunct Regional Partnerships, the LSC and over 30 local authorities.

Jonathan is frequently asked to comment on issues in the media, including the BBC (TV and radio), The Times, TES and Education Guardian. He is also an executive board member of a charity supporting children with cerebral palsy.

Style

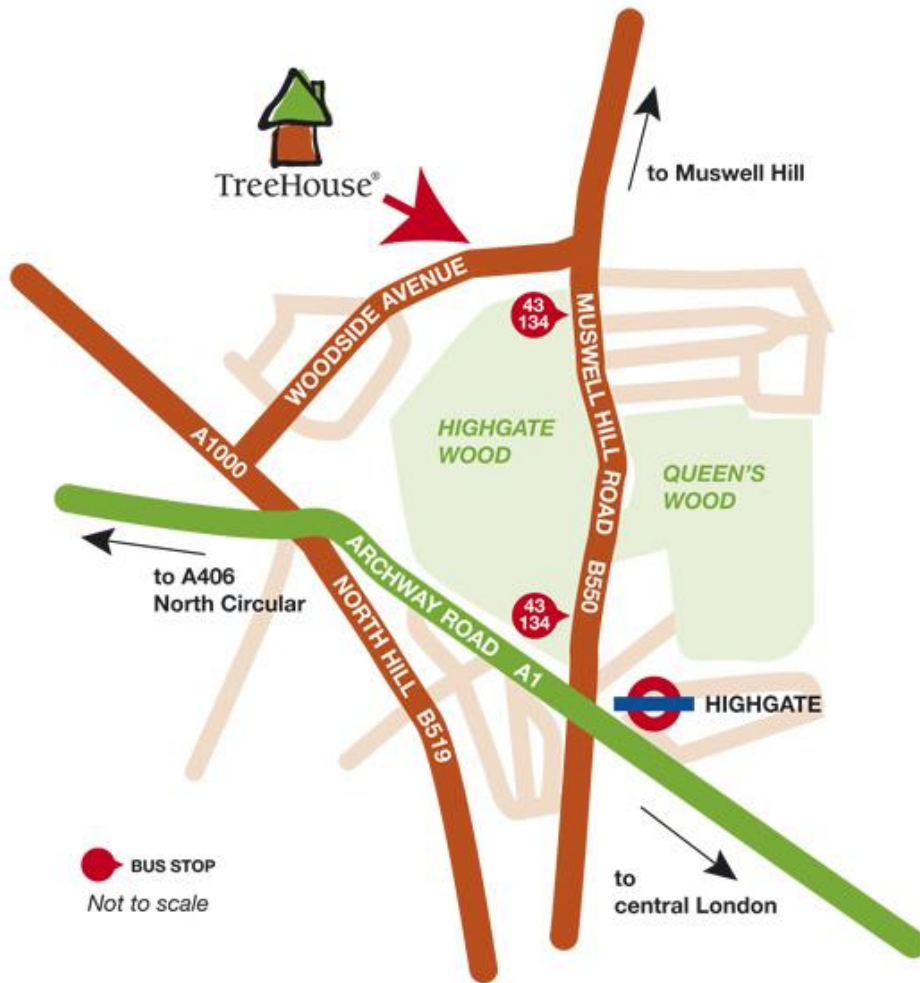
His style is down to earth and pragmatic with attention to detail. Applying common sense, creativity and his extensive experience to adding value and making a positive difference to his clients – with passion, commitment, a sense of perspective and humour (although his three children would disagree with humour!)

Directions to Treehouse School

Treehouse School, Woodside Avenue, Muswell Hill, London, N10 3JA

TreeHouse operates a green travel plan and strongly encourages staff and visitors to use public transport, cycle or walk where possible.

TreeHouse is located in Muswell Hill, North London. The nearest tube stations are East Finchley and Highgate, both on the High Barnet branch of the Northern Line, and the school is within walking distance of both.



[Directions](#) to TreeHouse by public transport and by car

Cycling to TreeHouse

TreeHouse provides secure, covered, cycle parking on site, which visitors and staff are welcome to use. Cycle maps are available from Transport for London (map 5).

For information on designated cycle routes, please use the link below:

[Transport for London](#) provides an online journey planner, which will suggest cycle routes if the 'cycle' option is selected under 'modes of transport'.