



54 Degrees Project Training Faith PR



Streamlining Project Management Delivery

Project Client

Stefanie Hopkins, owner of Faith PR in Brighouse, felt that two of her junior members of the team would benefit from some project management training. Stefanie felt that they could benefit, not only from learning more structured planning tools for client projects, but also for themselves in order to plan their workloads more effectively.

As a PR and communications agency, delivering campaigns and projects is part of their daily workload and they are always looking for ways to streamline the process and deliver work more effectively.



Project Aim

The Creative sector is a fast-paced industry, with designers, social media experts and PR practitioners juggling projects on a daily basis for numerous demanding clients.

Using SEF funding, Sarah Wilson was able to offer training sessions to businesses within the creative sector to help improve skills in logistics and planning, increase abilities to handle business development work alongside creative work, as well as tips on how to reduce stress and improve business development.

Project Results

Stefanie said: *"Following the course I have noticed a marked improvement in those who attended. They have become more effective at handling projects from inception to delivery, and are also more confident in how they tackle them and their working day in general."*

Alex said: *"I was looking to develop and expand upon my existing project planning, management and delivery skill set, and I was keen to understand what tools and techniques I could adopt to make my project work even stronger."*

"The workshop with Sarah was an extremely useful session in enabling me to achieve this, as she combined both theoretical and practical elements of project management into an interesting and interactive session. I came away with much more confidence around planning and prioritising my workload in both a project and day-to-day environment, as well as a head start on pre-planning one of my live projects that I'm currently handling."



The Skills Enhancement Fund is a £50m resource unique to Yorkshire and Humber providing interventions in skills and workforce development which cannot be funded through other sources. The fund, which is co-financed by the Skills Funding Agency through the European Social Fund and managed by Calderdale College on behalf of the West Yorkshire Consortium of Colleges, has supported over 50,000 individuals through part-funded training to employers across Yorkshire & Humber, ensuring that staff are given the support to progress and businesses are able to build a stronger and more productive workforce.