

Over the last 12 months I have been distracted by things outside of plus and feel that as per previous years there is still much that can be within the role as national training officer.

The focus of my activities has continued to be within the Plus Training group I created in Facebook. I appreciated that this may not be fully inclusive.

There have need a few hand grenade moments where I plant a seed for discussion and debate.

These have sparked some interesting thoughts and could be a springboard for future event that could be held either in person or on zoom. I don't feel a hybrid option would be as productive for all and encourage engagement and participation.

As with any event a proper timeline, plan budget and marketing would be needed.

There was a good physical event held in the Midlands where we discussed group dynamics and demographics. This led to identifying a target audience for marketing to through Facebook. We continued the discussion to look at landing pages and how we can use them to capture details of potential new members.

We discussed what to do with this detail and are progressing with some automated marketing with Mailchimp.

Going forward we need to ensure we are all helping and supporting the discussions and activity to make sure no opportunity is missed.

Recent opportunities have been discussed around the way we open new groups. This includes the research and planning, facilitating and follow up to make sure the right groups are run by the right people in the right place.

We need to look to the future by getting ducks in a row and planning seeds for our future growth.

I have some ideas of what I would like to see happen in the future. Hopefully the opportunity arises to discuss this in more detail at the AGM although I fear I have left this too late, as I have done with this report.

Keep on plussing.

Adam Redshaw (National Training Officer)