

## Autumn 2011 workshop programme

*"Totally flipping awesome.  
I wish every day was a Kate Measures training day."*

Workshop delegate June 2011

### Trails that Kick Ass

9th November 2011

Ashridge Estate Visitor Centre, National Trust, Berkhamsted, Hertfordshire, HP4 1LT

This course is perfect if you want to develop a new trail or need to improve an existing one. We look at understanding your audience, developing a story, choosing the right format, common pitfalls and evaluation - to make a trail that really kicks ass!

**Trails that kick Ass is one of our most popular courses.** We find that it is really effective for delegates as it takes you through a **step-by-step process** of how to develop a successful trail. Previous delegates have gone on to create some excellent examples and during the day there will be an opportunity **to look at the very best.** If you want to brush up your skills, share practice or are new to trail development this course will be of benefit to you, plus there will be lots of handy and take away ideas and resources too.



Ashridge is a beautiful woodland and chalk downland venue in the Chiltern Hills, and there will be free access to the estate and visitor centre during the day. There is a regular rail link from London Euston to Tring, (Tring is 5-10 minutes away by taxi), and there is ample parking on site. For more information about the venue, please see [www.nationaltrust.org.uk/ashridge](http://www.nationaltrust.org.uk/ashridge)

### Interpretation for beginners

18<sup>th</sup> November 2011

Birmingham Botanical Gardens, Edgbaston, Birmingham, B15 3TR

This one-day workshop will give you the basics for creating best-practice interpretation. If you want to create simple, clear, engaging and accessible interpretation for your audiences this is the course for you; whether you're thinking about interpretation indoors or out, large or small.



This course will provide you with the fundamentals you will need to create or commission excellent interpretation and send you away ready to make the right decisions and implement them at your venue or property.

**Birmingham Botanical Gardens** is a fabulous venue and as part of the day there will be free access to the gardens and glasshouses. It is very easy to access by public transport and by road. You can find out more about the venue and get travel information at the following link [www.birminghambotanicalgardens.org.uk/visitor-information/location](http://www.birminghambotanicalgardens.org.uk/visitor-information/location)

## Booking information

### Cost

The delegate rates for either workshop include the training materials and resources for the day, a delegate pack and all refreshments and lunch. Our delegates say our catering is excellent - including a delicious savoury ploughmans, top-notch cake and fabulous Fairtrade coffee!

Corporate delegate rate £75

**Non for profit discounted rate £55**

Students and volunteers £45

**NB: All rates ex VAT**

### How to book

Please complete a booking form (downloadable from our website) and return it to Judith Merridew by email at [katemeasures@hotmail.co.uk](mailto:katemeasures@hotmail.co.uk), or post to Kate Measures Consulting, The Kennels Cottage, Harewood House Estate, Leeds, LS17 9LF

[www.katemeasures.co.uk](http://www.katemeasures.co.uk)