

CH&CO launches Sales and Marketing Academy by eve

3 years ago



CH&CO has launched the Sales and Marketing Academy by eve to exclusively support the development and growth of team members in its Venues by CH&CO and eve businesses.

Launched during National Apprenticeship Week 2022, the Sales and Marketing Academy by eve embodies the business's commitment to and investment in the professional and personal development of the venue sales team at every stage of their careers – from entry to senior roles – to recognise, retain and attract top talent.

Created in partnership with Umbrella Training, the inclusive, bespoke training plans provide formal, recognised development and training opportunities for all levels and abilities. It also supports those wanting to cross over into the venue sales team from other roles. Key modules include presentation and negotiation skills, sales team leadership and communication, marketing strategy, finance, and DISC profiling.

The Sales and Marketing Academy by eve apprenticeship pathways include:

Grow with eve (Events Assistant Level 3) – an immersive apprenticeship programme that supports entry level positions and helps people excel in their role, whilst taking pride in their contribution.

Lead with eve (Sales Executive Level 4) – creating confident sales executives of the future, proficient in sales, marketing, PR and social media.

Emerge with eve (Operations / Department Manager Level 5) – developing effective leaders to inspire and lead teams, manage projects, deliver business strategy and exceed expectations.

Each level of apprenticeship will be enhanced by masterclasses and programmes delivered by CH&CO experts and supply partners. These include, for example, food and wine pairing, supplier partner trips, operational experiences, marketing masterclass, effective business writing, upselling, networking and mental health first aid, and more.

Every apprenticeship journey features on- and off-job training and mentoring, including virtual learning environments, plus apprenticeship clubs, workshops and events to create a supportive peer network for the apprentices.

The Sales and Marketing Academy by eve has created a lot of excitement and interest within the business, with Rupi Sander, Business Development Manager for eve, the first team member to sign up. Rupi said: "I am so excited about joining this Academy and having the opportunity to develop myself both professionally and personally. It's great how the courses have been created to intertwine on-the-job learning with online and classroom activities. We even get to experience other roles in different parts of the business, including visiting some of our amazing suppliers!"

Katy Thompson, Managing Director of Venues by CH&CO and eve, said: "The Sales and Marketing Academy by eve is a very exciting initiative and we're delighted to be able to launch it for our current and future team members. The sales and marketing teams in our venue business are expanding and it's important that we give all our people the right support, tools and opportunities to grow with the eve and Venues by CH&CO brands. The Academy shows our people how much we value them by investing in their development and giving them a clear pathway to gain the qualifications, confidence and experience to become best in class and fulfil their career ambitions. This is fantastic news for our people, our business and our clients.

"Our partnership with Umbrella Training has created an exceptional Academy and we can't wait for our team members to get started and fully unleash their talents."

Liam Hatcher, Head of Learning & Development, CH&CO, adds: "The Sales and Marketing Academy by eve is a brilliant example of the versatility and value of apprenticeships. We've been able to diversify the standard apprenticeship programme and tailor it to support a specific pool of talent to develop their skills, knowledge and behaviours in a way that is truly reflective of their roles and responsibilities.

"Our partnership with Umbrella Training has been fundamental in achieving this and we look forward to further collaboration as we continue to enhance our support of our people."

Photo credit: CH&CO