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Annex 5 - Marketing and Publicity

A5.1. Where possible potential SES participants will be offered a choice of SES providers.

A5.2. To enable customers to decide which provider to approach, you **must** produce marketing literature which reflects the service you provide, and in formats which reflect the expected client group.

A5.3. This must be made available to DEAs, JCP Advisers and any Statutory Referral Organisations, who will share it with customers who are interested in participating in SES.

A5.4. Where a Provider is operating in an area with a high minority ethnic population, materials in the appropriate ethnic minority language must be made available on request.

A5.5. Customers' decisions will be influenced by the type of support you offer, your reputation and your marketing materials.

A5.6. The design of any marketing materials must reflect guidelines given in Chapter 9 - Marketing and Communications to participants This chapter:

- explains the protocols for marketing and PR planning;
- informs you of the minimum requirements for marketing and information material you produce; and,
- explains the process you will need to follow for gaining clearance of activity and material.