



Training & Professional Development

2026/27

Practical Marketing, AI & Communications Training for Modern Businesses

4 LEARNING PATHWAYS

NEW · AI & Canva

Marketing

Community

Leadership

WELCOME TO YOUR PROFESSIONAL SKILLS ACADEMY

Our 2026/27 programme is a connected suite of training that reflects where businesses are investing today: AI, Canva, Digital Marketing, cCommunications, Branding and Leadership.

Alongside our new AI and digital courses, we continue to offer the trusted courses our clients value most, including branding, communications and crisis management.

PRACTICAL

Learn by doing, with real-world examples.

INTERACTIVE

Discussions, exercises and hands-on activities.

FLEXIBLE

Online, In-person or team training.

TAILORED

Built around your goals and audience.



YOUR TRAINER

Iris Wade MSc

Owner of Pennypop and a QQI-Certified L6 trainer with over 24 years experience in branding, communications and professional development.

LEARNING PATHWAYS

FOUR PATHWAYS

Pick a single course or follow a full pathway. Each one builds on the others.

NEW

01 AI & DIGITAL SKILLS

AI for Marketing Professionals · AI Productivity for Business · AI Content Creation Masterclass · Canva for Business · Canva Advanced

02 MARKETING

Marketing Strategy for SMEs · Branding for Business · Personal Branding · LinkedIn Marketing · Social Media Strategy & Content Creation · Content Marketing that Converts

03 COMMUNICATIONS

Crisis Communications Overview · Developing a Crisis Communications Plan · Business Writing · Copywriting for Marketing · Internal Communications

04 LEADERSHIP & PROFESSIONAL DEVELOPMENT

Employer Branding · Customer Experience · Presentation Skills · Brand Ambassador Training

TRAINING FORMATS

LEARN YOUR WAY.

01**ONLINE**

Live, interactive sessions
from wherever you are.

02**IN PERSON**

Hands-on workshops, in the room
together.

03**HYBRID**

A blend of online and in person.

04**BESPOKE COMPANY
TRAINING**

Tailored to your organisation,
team or sector.

COURSE KEY

**Duration****Delivery method****Difficulty level****Every course is**

- Interactive and practical,
- With downloadable templates
- AI prompt libraries where applicable

NEW

AI & DIGITAL SKILLS

Canva

Practical AI and Canva training
for real business results.

Work smarter, create faster and get more from the
tools your team already has.



AI FOR MARKETING PROFESSIONALS

Use AI to save time, improve creativity and increase marketing performance.



AI PRODUCTIVITY FOR BUSINESS

Everyday AI for meetings, proposals, research, reports and more.



AI CONTENT CREATION MASTERCLASS

An advanced, hands-on workshop for creating content faster with AI.



CANVA FOR BUSINESS

Create professional marketing materials, no design experience needed.



CANVA ADVANCED

Take your Canva skills further with AI Magic Studio and pro features.

NEW
AI & Canva Programmes



NEW COURSE

AI for Marketing Professionals

Learn how to use AI to save time, improve creativity and increase marketing performance.

WHAT YOU'LL COVER

- ✓ Understanding AI in marketing
- ✓ AI prompts that actually work
- ✓ AI image generation
- ✓ AI policies and best practice
- ✓ AI for content creation
- ✓ Creating blogs, emails & social posts
- ✓ AI for customer research

SUITABLE FOR

Marketing teams

SMEs

Communications staff

Business owners

🕒 2 hours

📶 Beginner

💡 In person

💡 Online

NEW

AI-SPECIFIC TRAINING

PUT AI TO WORK. EVERY SINGLE DAY.

AI Productivity for Business

Focus on everyday business uses.

🕒 3 hours

📊 Intermediate

💡 In person

- ✓ Meeting notes
- ✓ Research
- ✓ Report creation
- ✓ Workflow automation
- ✓ Proposal writing
- ✓ Excel assistance
- ✓ Customer communications

AI Content Creation Masterclass

Advanced practical workshop covering:

🕒 2.5 hours

📊 Intermediate

💡 On line

- ✓ Blog writing
- ✓ Social media
- ✓ Case studies
- ✓ Prompt libraries
- ✓ LinkedIn
- ✓ Email campaigns
- ✓ Video scripts

NEW

AI-SPECIFIC TRAINING

DESIGN LIKE A PRO. NO DESIGNER NEEDED.

Built for SMEs and non-designers.

Canva for Business

Create professional marketing materials without needing graphic design experience.

🕒 2.5 hours

📊 Beginner / Intermediate

💡 On line

Canva interface

Brand Kits

Social media graphics

Presentations

Flyers

Posters

Simple video editing

Templates

Team collaboration

SUITABLE FOR Business owners, marketing staff, administration teams, community organisations

Canva Advanced

Take your Canva skills to the next level.

🕒 3 hours

📊 Advanced

💡 In person

AI Magic Studio

Brand consistency

Presentations

Whiteboards

Docs

Video editing

Animations

Social scheduling

MARKETING

Build stronger brands, sharper strategy and content that converts.

01 MARKETING STRATEGY FOR SMES

Create a clear strategy to grow your business and reach the right audience.

🕒 3 hours

📊 Beginner

💡 In person

02 BRANDING FOR BUSINESS

Build a memorable brand that stands out and connects with your customers.

🕒 2.5 hours

📊 Intermediate

💡 In person

03 PERSONAL BRANDING

Showcase your expertise, build your reputation and open new opportunities.

🕒 2 hours

📊 Beginner

💡 In person

04 LINKEDIN MARKETING

Increase your visibility, engage your network and generate new business.

🕒 2 hours

📊 Beginner

💡 In person

05 SOCIAL MEDIA STRATEGY & CONTENT CREATION

Plan, create and manage content that builds your brand and gets results.

🕒 2 hours

📊 Intermediate

💡 In person

06 CONTENT MARKETING THAT CONVERTS

Create valuable content that attracts, engages and turns followers into customers.

🕒 2 hours

📊 Intermediate

💡 In person

COMMUNICATIONS

Clearer writing, stronger messaging and confident communication, including our proven crisis communications training.

01 CRISIS COMMUNICATIONS OVERVIEW

Understand the key principles of effective crisis communications.

🕒 3 hours

📊 Intermediate

💡 In person

02 DEVELOPING A CRISIS COMMUNICATIONS PLAN

Build a clear, practical plan so your team is ready when it matters.

🕒 3 hours

📊 Beginner

💡 In person

03 BUSINESS WRITING

Write clear, professional emails, reports and proposals.

🕒 2 hours

📊 Beginner

💡 In person

04 COPYWRITING FOR MARKETING

Write persuasive copy that turns readers into customers.

🕒 2 hours

📊 Intermediate

💡 In person

05 INTERNAL COMMUNICATIONS

Keep your people informed, engaged and on the same page.

🕒 2 hours

📊 Intermediate

💡 In person

LEADERSHIP & PROFESSIONAL DEVELOPMENT

People-focused training to help your team lead, present and represent your brand with confidence.

01 EMPLOYER BRANDING

Attract and keep great people by showing what it's really like to work with you.

🕒 2 hours

📊 Beginner

💡 In person

02 CUSTOMER EXPERIENCE

Turn every customer touch point into a reason to come back.

🕒 2 hours

📊 Intermediate

💡 In person

03 PRESENTATION SKILLS

Present with clarity and confidence, in the room or on screen.

🕒 2 hours

📊 Intermediate

💡 In person

04 BRAND AMBASSADOR TRAINING

Equip your team to represent your brand with confidence.

🕒 2 hours

📊 Beginner

💡 In person

BESPOKE & IN-HOUSE TRAINING

BUILT AROUND YOUR PEOPLE.

Any course or pathway in this brochure can be tailored and delivered as a bespoke programme for:

01 ORGANISATIONS
Programmes built around your business goals and culture.

02 TEAMS
Training shaped to your team's roles, skills and challenges.

03 INDUSTRY SECTORS
Examples and exercises drawn from your sector.



Online, in person or hybrid.
At your offices or ours



READY TO GET STARTED?

LET'S BUILD YOUR TEAM'S **SKILLS.**

From

€149
per person*

***Contact us for group & in-house training rates**