

ALTERNATIVE DISPLAY TRAINING

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About our Company ...

THE ALTERNATIVE DISPLAY COMPANY has been operating for over twenty five years and was registered as a limited company in 1990. It was formed to offer an alternative to companies needing a nationwide display service, by utilising a UK network of freelance display professionals. Since 1990, the Company has also been extensively involved in the training field, focussing its attention on libraries, public service organisations and the educational sector. Amongst its recent clients are such diverse organisations as *The England and Wales Cricket Board*, *BITER* - which trains road safety officers, the *Schools' Library Service*, the *N.H.S.* and the *British Army Library Service*. In educational circles, the course has proved equally popular and effective for all schools from nurseries through to seniors and beyond, in both the private and local authority sectors. Amongst those were The Dragon School, Bute House Preparatory, Mill Hill School and Highlands College, Jersey. The Alternative has taken its training course on the road to all parts of the British Isles, including Scotland, Ulster and the Irish Republic and recently made its first moves into continental Europe.

About our Trainers ...

PAULINE CARR started her career in 1974 as an on-the-road window dresser, working for a company that specialised in record shop displays. But in her thirty years in the trade, there are few product areas in which she has not been involved and she has dressed exhibition stands at all the major centres including Olympia, the Barbican and the Birmingham NEC. Currently, the majority of her time is spent training although she still does extensive work at the NEC, dressing stands for a wide range of companies at events like the annual Spring and Autumn Fairs and The Motor Show. In addition, her time is spent sourcing and purchasing goods for the Company's Birmingham shop "**ALTERNATIVES**".

CHRIS FORWARD is a veteran of the display trade with over thirty years experience and still installs in-store and window displays in many of the capital's best known stores, as well as being Pauline's first choice as back-up when the major exhibitions come around. Chris is equally in demand as a trainer for The Alternative, especially during those periods of the academic year that are set aside for "INSET" days. Chris is based on the south coast near Eastbourne.

As far as the content of the course is concerned, Pauline and Chris cover the same areas and techniques but each brings their individuality to bear in terms of their style of delivery and sense of humour. Whoever you choose, you're guaranteed an enjoyable, instructive and highly effective experience.

About the Course ...

Currently, there are students at Colleges learning how to be window display artists. Their sandwich course takes four years to complete and includes a huge slice of theory while the practical aspect prepares them for an environment in which they plan windows months in advance, work in teams and have all day and more to complete an installation.

By contrast. **THE ALTERNATIVE DISPLAY COMPANY's** course has a running time of four and a half hours and is designed to ensure that each individual member of your staff can achieve visually exciting, professional looking displays in minutes, with a minimum of pre-installation preparation and using a range of cheap and readily available materials.

The course is made up of two modules lasting two hours, fifteen minutes. These can be split up with a coffee break, lunch or to fit in with your own requirements and can even be done as a "twilight" session after the normal school day, to finish at around 8.30pm

The course content is as follows.....

MODULE 1 (2 hours 15 mins)

Introduction

The Tools of the Trade.

Creating a 3-D effect on a flat surface.

Use of leaflets, brochures etc. to enhance childrens' work.

Use of colour to catch the eye.

Economically priced materials that can be used to enhance your display.

How to build a 3-D display with props.

(Demonstration period lasts approx 90 minutes)

WORKSHOP - your delegates get the chance to put what they've seen into practice in groups.

Feedback and assessment of the workshop session.

(Practical session lasts approx 45 minutes)

A look at the equipment and materials available to purchase on the day from our shop.

COFFEE OR LUNCH BREAK (if required)

MODULE 2 (2 hours 15 mins)

More 3-D display techniques.

Themed displays using props.

Suspended displays in windows, display cases etc.

Stapling to everything!

The Display Table.

Ways of displaying books and clothing.

Displaying and creating costumes.

Question and answer session.

(Module 2 can accomodate a break after approx one hour if required)

It normally takes us an hour to set up prior to beginning the course and a similar amount of time to pack away and load up our gear at the end. In addition, you should allow time at the close for delegates to buy the materials they need to get started.

What we provide ...

All tools and materials for the course.

The display boards used by our trainers.

A fully stocked shop for those who wish to purchase tools or materials.

What you need to provide ...

A SUITABLE VENUE

As we have a large number of crates etc. to unload and do this using a trolley, it is **absolutely vital** that the room you choose has suitable access. Ideally, the room you choose should have an exit or entrance up to which we can drive our car and into which we can unload directly.

Please note... even a small number of steps presents us with a problem, as do any rooms not on the ground floor, even when these can be accessed by a lift.

The chosen venue should be large enough to accommodate seating for your delegates in front of the demonstration area plus enough space to allow eight or more groups to work safely on boards during the workshop session. Gyms and main halls seem to lend themselves best to our needs being spacious and usually having exits up to which we can drive. If you have any doubts or queries, please give us a call.

SUITABLE DISPLAY BOARDS

For your delegates to use during the workshop session. Ideally, these should be freestanding and mobile so that they can be moved to the chosen venue. Wall-mounted boards are only suitable if they are actually in the chosen room and can be easily reached by delegates. For Health and Safety reasons, boards which can only be reached by using stepladders are not suitable for group work. In addition, the boards should be cleared of any materials and should be suitable for stapling - padded room dividers, marler-haley units and hinged display units designed for table-top use are not suitable.

If necessary, we can provide boards on which up to ten groups can work but there is an additional charge made for this (see **COSTS**). For advice or further information, please telephone Pauline at the number shown below.

FURNITURE

In the room to be used we need the following.....

The boards (as specified above).

Half a dozen standard trestle tables (or similar).

Enough chairs for your delegates plus a further three for our use.

And remember, there needs to be enough available space in the room for seating and to safely accommodate the frenetic activity and movement of people which is common in the workshop session. If you have a problem in visualising how this might work, we are available to advise you before you book. Just telephone the numbers overleaf to speak with Pauline.

