



UNIVERSITY
of Prince Edward
ISLAND

Office of
CONTINUING EDUCATION
and PROFESSIONAL DEVELOPMENT

Facilitated by Lee Gallant

2022 Summer Sessions

These beginner-level courses are meant for people who want to gain more knowledge on a specific topic.

The main goal is that participants leave feeling that the course was engaging, fun, informative, and worth their while!

Meet the Summer Sessions Facilitator - Lee Gallant



Lee Gallant is the CEO of IDEA Consulting, based out of Summerside, PE. Lee has experience managing a beach resort, as well as six years with the Canada Revenue Agency in various roles such as auditor, training and learning for division, procedure procurement, and co-chair on a regional young professionals network.

Lee has consulted and been involved in several businesses and non-profits both locally and internationally and currently sits on the Board of Directors for a local company.

Lee is a graduate of the Sobey's School of Business at Saint Mary's University in Halifax, NS.



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- July 26, 2022: Marketing and Promotion for Beginners
- July 27, 2022: Board Member Basics
- August 10, 2022: Dealing with Difficult People
- August 24, 2022: Successful Fundraising and Sponsorship Attainment

*All courses take place in Room 208, Robertson Library, UPEI, from 9 am – 3:30 pm. Tea, coffee, snacks, and a light lunch is provided.

Summer Sessions Schedule



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Marketing and Promotion for Beginners (July 26)

- This course will review the basics of marketing and promotion in the digital age, including the foundations of marketing and promotion. The day will be a mix of some lectures, video content, interactive polling and discussions, and practical application through breakout sessions.
- Topics/Areas to Discuss
 - What is marketing, and why is it important?
 - The 4 Ps of marketing and the competitive advantage
 - Marketing and promotion in the digital age
 - Intro to online marketing through social media and advertising campaigns
 - Brand basics and the strength of the brand
 - Media creation basics
- *Bonus Inclusion: Marketing Plan Template*



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Board Member Basics (July 27)

- This course will review the basics of being on a board, whether it's a for-profit or non-profit organization. We will review the content through lectures, videos, and other media and use that information during some practical group work. By the end of this course, you will be able to walk into a board meeting with your head held high!
- Topics/Areas to Discuss
 - Roles and responsibilities of Directors within a Board
 - The role of the Board – Roles of staff versus Directors
 - Expectations of a Director – Fiduciary Duty
 - Establishing Group Norms
 - Liability of Directors
 - Agenda Preparation and Staying on Time
 - Financial Statement Basics
 - Common mistakes Boards and Directors make
- *Bonus Inclusion: Board Agenda Template*



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Dealing with Difficult People (August 10)

- This course will review the basics of dealing with difficult people. Everyone is different, and so are their personalities, so this course will help us deal with those different personality types in difficult situations. We will review the topics and material and then practically apply the knowledge to some fun role-playing on how to diffuse difficult situations and remain calm.
- Topics/Areas to Discuss
 - Seven basic personality traits
 - Different strategies for dealing with difficult people
 - Benefits of Workplace Conflict
 - "Dare to Disagree"
 - Ways to deal with difficult coworkers
 - The power of curiosity
 - Learning from a difficult situation
- *Bonus Inclusion: The "LAST" Approach to diffusing difficult or angry people in customer service*



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Successful Fundraising and Sponsorship Attainment (August 24)

- This course will review the basics of fundraising and sponsorship and give you the tools and knowledge to lead a successful fundraising campaign. The material will be presented through various lectures, media, and interactive polling and discussion, followed by breakout sessions and group discussions.
- Topics/Areas to Discuss
 - What defines successful fundraising
 - Fundamental keys to success in fundraising (the “dos”)
 - Common mistakes in fundraising (the “don’ts”)
 - Different avenues/platforms of fundraising
 - How to approach potential sponsorships
 - The “80/20” Rule
 - Obtaining sponsors
 - Expectations of the sponsor and the group obtaining the sponsorship
 - How to maintain a positive relationship with sponsors
 - How to get a leg up on other groups in terms of obtaining sponsorships
 - The Power of the “One-Pager.”
- *Bonus Inclusion: One-Pager Template*