



Keynote
educational



Leadership

CPD Courses

Spring & Summer 2025

London - Manchester - Online

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Why Keynote Educational?

Here at Keynote Educational we are dedicated to excellence and inspiring both teachers and students. As a leading national provider, we offer a range of services, including CPD Courses, National Conferences, In-School Sessions, Exam Marking, Student Revision Conferences and Webinars. With an innovative and rich history spanning over 25 years, our commitment remains strong in empowering teachers and supporting students in maximising their potential.

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SPR10*

*Terms and Conditions apply. Bookings must be placed by 28/02/2025 using the relevant discount code. The discount code is not valid in conjunction with any other offers and cannot be applied retrospectively. Discount applies to CPD Courses and Conferences and exclude all other products sold by Keynote Educational.

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Upcoming National Conferences & Courses

London & Manchester: £289.00+VAT | Online: £249.00+VAT

National Conferences

C0001	Safeguarding for Success: Protecting Every Student, Every Day	London: Friday 21 March 2025
C0002	SEN Conference: Inclusive Education for Every Learner	London: Friday 21 March 2025
C0007	Empowering Women in Leadership Conference	London: Friday 21 March 2025

Leadership

T0282	NEW Learning to Lead a Complex Organisation: A Guide for New Headteachers & Principals	London: Friday 27 June 2025
T0278	NEW Creating a High Performing Culture of Care and Connection	London: Friday 28 March 2025 London: Monday 30 June 2025
T0190	Aspiring Senior Leaders	London: Monday 17 March 2025 London: Wednesday 25 June 2025
T0261	NEW Aiming for Excellence: Outstanding Leadership of Teaching & Learning	Online: Wednesday 02 April 2025 London: Tuesday 17 June 2025
T0328	NEW Securing Outstanding Outcomes at A Level / Sixth Form	London: Thursday 26 June 2025
T0191	New to Head of Department/Year: The Behaviours of an Outstanding Leader	London: Tuesday 18 March 2025 London: Thursday 26 June 2025
T0193	Leading Successful Change in Your Department	London: Thursday 10 April 2025 London: Thursday 03 July 2025
T0194	Conflict Resolution: Applying Theory in Practice	Online: Wednesday 02 April 2025 London: Thursday 03 July 2025
T0183	Introduction to Instructional Coaching	London: Tuesday 01 July 2025

Teaching & Learning

T0283	NEW Aiming for Excellence: ECT Establishing Strong Foundations for Outstanding Teaching	Online: Monday 24 March 2025 London: Monday 09 June 2025
T0281	NEW Aiming For Excellence: NPQ Induction Guidance - Taking the Next Steps to Becoming an Outstanding Teacher	Online: Tuesday 25 March 2025 London: Tuesday 10 June 2025
T0262	NEW Aiming for Excellence: Outstanding Strategies for Experienced Teachers	Online: Tuesday 01 April 2025 London: Monday 16 June 2025
T0277	NEW Mastering Classroom Management: Creating Positive Learning Environments	London: Tuesday 11 March 2025
T0259	NEW Integrating Technology into STEM Education: Empowering the Future	Online: Monday 17 March 2025 London: Wednesday 09 July 2025
T0263	NEW A-Level Grade Booster: Evidence Based High Impact Revision Strategies	Online: Tuesday 11 February 2025
T0264	NEW GCSE Grade Booster Evidence Based High Impact Revision Strategies	Online: Wednesday 12 February 2025
T0192	Supercharging your Sessions	London: Wednesday 09 April 2025 London: Wednesday 02 July 2025

Pastoral & Safeguarding

T0184	Exceptional Pastoral Care	Online: Monday 24 March 2025 London: Thursday 26 June 2025
T0195	Become Outstanding in the Role of a DSL/DDSL	London: Tuesday 04 February 2025 London: Tuesday 24 June 2025

NEW Learning to Lead a Complex Organisation: A Guide for New Headteachers & Principals

(or what the NPQH doesn't teach you!)

Course Code: **T0282**
 Course Leader: **Dan Cowling**
 London: **Friday 27 June 2025**

ABOUT THIS COURSE

This brand-new course is designed to support new Headteachers or Principals in coming to grips with the extremely complex nature of leading a school. Schools by their very nature are demanding places to work with many different components to manage (and lead) at any one time. Over the course of the day, we will consider some of the more challenging areas of organisational leadership focusing on the responsibility of steering the direction of the school and setting the tone and culture required to achieve this.

BENEFITS OF ATTENDING

- Developing an understanding of the responsibility of leading an organisation
- The importance of strategic leadership in setting the direction of the school
- Empowering others to deliver the long-term goals for the school
- Creating a robust and measurable School Improvement Plan
- Building relationships with other like-minded leaders

PROGRAMME

Understanding Leadership in a School Context	10.00am
<ul style="list-style-type: none"> • Exploring leadership in schools, distinguishing between management and visionary leadership • Creating and communicating a shared vision that aligns staff, students, and the community • The importance of modelling behaviour to foster a positive and inclusive culture • Identify key leadership challenges, including managing change and balancing roles 	
Break	11.00am
The Responsibility of Leading an Organisation – Putting the School First	11.20am
<ul style="list-style-type: none"> • Considering your role as the leader of the organisation; what does the job entail on a day-to-day basis. • Developing an understanding of what it means to put the organisation first rather than individual interests. • Reflecting on the importance of leading the school and how you become the outward face of the organisation. • Developing a clear leadership and accountability structure that is robust and supports the needs of the school. 	
Lunch	12.20pm
How to Lead (and Manage) School Improvement and Development	1.20pm
<ul style="list-style-type: none"> • Identifying the key priorities for the School Improvement Plan in your context and the timeframe for meeting these. • Setting out the improvement plan and the mechanism for delivering against the key priorities. • Developing milestones to monitor the progress in meeting the key priorities and how these can be used to demonstrate progress. • Setting out a mechanism for reviewing progress at incremental points throughout the improvement process. 	
Break	2.20pm
The Challenge of Leading and Managing People in a Large Organisation	2.30pm
<ul style="list-style-type: none"> • Understanding the importance of tight Human Resources (HR) policies and how these help to underpin the work of the school. • Recruitment and retention strategies to ensure that the school is fully staffed with the best possible people to underpin the work of the organisation. • Crucial conversations: strategies to prepare for these and how to bring about the best outcomes from them. • Making the difficult staff decisions; where to get support; the importance of legal advice and being empathetic throughout. 	
Reflect, Review, Questions	3.30pm
Depart	3.45pm

LEADERSHIP T&L

Aiming for Excellence: Leading Teaching & Learning

'Enhancing Whole School Teaching & Learning with Evidence-Based Practice'

Course Code: **T0261**
 Course Leader: **Rosie Hussain**
 Online: **Wednesday 02 April 2025**
 London: **Tuesday 17 June 2025**

ABOUT THIS COURSE

This course updated for 2025, will enable schools to realise the value of engaging with research evidence and how this can have long-term benefits across the curriculum and within all levels of the organisation. Improving the quality of teaching and learning in the classroom has the biggest impact on student outcomes. This innovative programme provides a comprehensive overview of the most important research evidence in education, including the EEF toolkit, so that school leaders can devise a high impact CPD programme. The course will support you with a range of evidence-based tools to help lead learning with success and improve and evaluate our day-to-day practice.

BENEFITS OF ATTENDING

- To make evidence – informed decisions about improving teaching & learning
- To gain a range of tools to implement evidence-based CPD.
- To meet the DFE Teachers Professional Development Standard
- Guidance and support for Research Leads, Leaders of Teaching & Learning, CPD Leads, Specialist Leaders of Education and Classroom practitioners who may have an interest in undertaking a research project exploring an inquiry question aimed to improve student outcomes.

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Spring & Summer 2025

PROGRAMME

Investigating the Evidence-Base for Great Teaching	10.00am
<ul style="list-style-type: none"> • Developing your knowledge of the evidence based in education. • Unpacking the EF Teaching & Learning Toolkit • Interpret the latest research evidence for classroom practitioners. • Supporting teachers with accessible approaches to research and evidence 	
Break	11.00am
Translating Evidence to Embed High Impact Strategies into the Classroom	11.15am
<ul style="list-style-type: none"> • Transforming evidence into practice with useful case studies. • Understanding the evidence on curriculum and assessment • Explore essential topics such as cognitive science and metacognition. 	
Responding to School Issues and Undertaking 'Disciplined Inquiry.'	12.00pm
<ul style="list-style-type: none"> • Undertaking a research project exploring an inquiry question aimed to improve student outcomes. • Examples – Cross curricular lines of inquiry • Gain an insight into the effective dissemination of evidence. 	
Lunch	1.00pm
Effective Decision-Making and Evaluation in Busy Schools	2.00pm
<ul style="list-style-type: none"> • Sustaining high impact practice through evidence-based CPD. • Action planning, tools, and resources for evidence- based CPD • Gain tools for effective evaluation of practice. 	
Reflect & Review	3.00pm
<ul style="list-style-type: none"> • Next steps – action planning for success! • Questions 	
Depart	3.30pm
<ul style="list-style-type: none"> • Address persistent disengagement to prevent damage to team morale and culture • Develop practical plans to lead disengaged team members effectively 	



Aspiring to Senior Leadership

'Stepping Up & Being Strategic'

Course Code: **T0190**
 Course Leader: **Tim Hudson**
 London: **Monday 17 March 2025**
 London: **Wednesday 25 June 2025**

ABOUT THIS COURSE

This course, refreshed for 2025 is designed to empower those who are looking to step up to senior leadership. It is a practical course using a mix of discussions, models and theories to explore the new skills of strategic leadership. We'll take time to explore your natural styles of management and then look at new ideas to flex your styles to create impact in different situations, helping you lead with impact.

BENEFITS OF ATTENDING

- Take time to explore your current management styles and understand where it is effective and what the pitfalls are - develop a toolkit of styles to ensure you are always creating impact
- Explore how a leadership role can create new pulls on your time and look at how these can be effectively managed
- Look at the process of bringing in change and how people will likely react to ensure you can respond effectively
- Explore why people disengage and how you can help them re-engage.

PROGRAMME

Reflecting on your Natural Style & Building New Skills	10.00am
<ul style="list-style-type: none"> • Reflect on your natural leadership style and identify areas of effectiveness • Explore alternative leadership styles to broaden impact and adapt to different situations • Develop a toolkit of leadership styles to flexibly respond to diverse challenges and create impact in innovative ways. 	
Break	11.00am
Balancing a Leader's Responsibilities	11.20am
<ul style="list-style-type: none"> • Explore the inherent tensions between strategic leadership and day-to-day challenges • Recognise the balance required in managing responsibilities for future planning and current issues • Learn from successful leaders' strategies to effectively allocate time and fulfil both aspects 	
Using Vision and Goals To Drive And Manage Change	12.10pm
<ul style="list-style-type: none"> • Transform your vision into a powerful guiding force rather than a mere statement • Align your team with a bold vision to foster buy-in and commitment • Utilise a model inspired by elite sports to set clear goals under the vision, enabling every team member to understand their crucial role in achieving success 	
Lunch	1.00pm
Leading Through Change	2.00pm
<ul style="list-style-type: none"> • Explore strategies to navigate change and bring your team along • Acknowledge the various emotions and responses that arise during periods of change • Adapt your leadership style to effectively support each team member through the process 	
Break	2.50pm
Helping Disengaged People to Engage	2.55pm
<ul style="list-style-type: none"> • Identify behaviours of disengaged individuals and develop strategies for re-engagement • Address persistent disengagement to prevent damage to team morale and culture • Develop practical plans to lead disengaged team members effectively 	
Depart	3.45pm

TEACHING & LEARNING



New to Head of Department/Year: The Behaviours of an Outstanding Leader

Course Code: **T0191**
 Course Leader: **Tim Hudson**
 London: **Tuesday 18 March 2025**
 London: **Thursday 26 June 2025**

ABOUT THIS COURSE

Managing people can be both challenging and really rewarding. Those who are really successful have a wide range of skills to ensure they are great communicators, effective managers and inspirational department or year leads. This course, updated for 2025, has been designed to not only give you key skills to support, challenge, engage, gain the backing of your team, but also to give you the confidence to manage and lead them.

BENEFITS OF ATTENDING

- Gain key skills in managing people
- Leave with confidence as who you uniquely are as a manager and leader
- Understand your natural style of leadership but also have a range of styles to use to create impact when you need
- Learn to engage people's hearts as well as heads in periods of change

PROGRAMME

Behaviours of Outstanding Leaders	10.00am
<ul style="list-style-type: none"> • Break down the skill sets required for effective teaching, management, and departmental leadership • Develop a personalised vision of excellence and strategies for growth in driving departmental progress forward 	
Becoming Agile with your Style of Leadership	10.40am
<ul style="list-style-type: none"> • Develop a toolkit of leadership styles to consistently create impact • Explore a range of leadership styles to complement your natural leadership tendencies • Understand the spectrum of leadership approaches, from delegation to directive leadership, and identify the benefits and pitfalls of each 	
Break	11.20am
Driving Change	11.40am
<ul style="list-style-type: none"> • Generate exciting department visions to foster unity and engagement. • Integrate departmental goals with development plans for a balanced structure. • Align individual goals with the department vision to ensure active participation and support. 	
Managing Communications & Giving Effective Feedback	12.20pm
<ul style="list-style-type: none"> • Ensure clear and effective communication to prevent message loss or misinterpretation • Choosing appropriate communication mediums and running effective meetings • Explore stakeholder management beyond the team 	
Lunch	1.00pm
Avoiding Managing through a Task List	2.00pm
<ul style="list-style-type: none"> • Navigate the balancing act of managing teams amid new responsibilities and task-oriented KPIs • The risk of neglecting broader responsibilities while focusing solely on task completion • Implement strategies to maintain a balanced approach to team management 	
Break	2.50pm
Keeping Cool in the Chaos	2.55pm
<ul style="list-style-type: none"> • Develop resilience-building strategies to navigate the challenges of leadership • Techniques to reduce pressure and thrive under stress • Implement effective prioritisation, delegation, and celebration of success to maintain team motivation and dedication 	
Depart	3.45pm



NEW Aiming For Excellence: ECT Teaching for The First Time 'How to Become an Outstanding Teacher'

Course Code: **T0283**
 Course Leader: **Rosie Hussain**
 Online: **Monday 24 March 2025**
 London: **Monday 09 June 2025**

ABOUT THIS COURSE

This brand-new course for 2025, offers an introduction and overview to teaching for anyone in their first year of teaching, or for anyone lacking confidence in delivering cross curricular courses effectively. High impact strategies and evidence-based ideas will be applicable to all specifications and qualifications.

BENEFITS OF ATTENDING

- Provide teachers with the skills and resources to deliver with confidence to teach effectively to all ability ranges.
- Obtain exceptional understanding of the key challenges in teaching and how to adapt and evolve in the diverse responsibilities of the role.
- Expert guidance and advice on how to set yourself strong foundations and forecast a plan of action for a successful career within education.

PROGRAMME

Introduction – What Makes an Outstanding Teacher?	10.00am
<ul style="list-style-type: none"> • Teaching standards • Qualities and skills of an outstanding classroom practitioner 	
Planning & Preparation	10.30am
<ul style="list-style-type: none"> • Lesson plans, schemes of work & assessment schedules • The big picture – teacher planner & strategic timelines 	
Break	11.00am
Classroom Climate	11.20am
<ul style="list-style-type: none"> • Meet & Greet • Share your expectations and standards • Classroom displays, resources, open evenings & taster days 	
Behaviour Management	11.50am
<ul style="list-style-type: none"> • Policies & procedures, sanctions & rewards • Know your students, conflict resolution • Coaching • Safeguarding 	
Lunch	12.20pm
Lesson Observations	1.20pm
<ul style="list-style-type: none"> • Ofsted & preparation for deep dives • Whole school and departmental development plans • What does 'outstanding' look like? 	
The Role of a Tutor	1.50pm
<ul style="list-style-type: none"> • Icebreakers • Attendance • Health & wellbeing • Engaging with parents • Writing reports and references 	
Break	2.20pm
Next steps	2.30pm
<ul style="list-style-type: none"> • Work – life balance – prioritising your workload • Networking & sharing good practice 	
Reflect & Review	3.00pm
<ul style="list-style-type: none"> • Self -reflection • Questions 	
Depart	3.30pm

TEACHING & LEARNING



NEW Integrating Technology into STEM Education: Empowering the Future

Course Code: **T0259**
 Course Leader: **Dr Stephen Belding**
 Online: **Monday 17 March 2025**
 London: **Wednesday 09 July 2025**

ABOUT THIS COURSE

Integrating Technology into STEM Education can be both exciting and transformative. However, integrating technology within STEM curricula comes with unique complexities. The digital landscape is continuously evolving, and educators must keep pace with the latest tools and methodologies to enhance student engagement and learning outcomes.

This brand-new course will explore what it takes to successfully integrate technology into STEM education, focusing on practical strategies and tools that can be seamlessly incorporated into your teaching practices. Delegates will gain actionable insights on how to utilise technology to foster an interactive and effective learning environment.

Whether you are currently teaching STEM subjects or aspire to integrate more technology into your curriculum, this course is designed to meet your needs and interests, unlocking the tools and insights to teach with confidence and success.

BENEFITS OF ATTENDING

- Understand the role of technology, including cutting-edge tools like AI, in enhancing student learning, and draft AI policies for ethical use in schools.
- Gain hands-on experience with digital tools and learn strategies to effectively incorporate them into lesson plans and curricula.
- Explore methods to engage students through interactive digital activities and assess their progress using technology.
- Develop skills for troubleshooting common classroom tech issues while ensuring a balanced approach to student welfare.
- Reflect on strategies for staying current with technological advancements and continuous professional growth.

PROGRAMME

History and Case Studies of Integrating IT into Education	10.00am
<ul style="list-style-type: none"> • Overview of the history of technology in education. • Examination of various successful case studies in the UK and globally. 	
The Brain and Learning Strategies	10.30am
<ul style="list-style-type: none"> • Understanding how the brain learns with technology. • Effective learning strategies: spacing, retrieval practice, and interleaving. 	
What Inspectors and Employers Are Looking For	11.00am
<ul style="list-style-type: none"> • Insights into what Ofsted and ISI inspectors look for in an outstanding department. • Emphasis on higher-order thinking skills and IT integration. • Analysis of research and survey results on skills employers seek in new recruits. 	
Break	11.30am
Leveraging Advanced Technologies in the Classroom	11.50am
<ul style="list-style-type: none"> • Exploring the potential of ChatGPT and other AI tools in education. • Innovative technologies such as stop-motion animations, Excel and spreadsheet skills, data logging in experimental work, and online formative assessment tools. 	
Lunch	12.40pm
Best Practices for IT Integration and Overcoming Challenges	1.40pm
<ul style="list-style-type: none"> • Comparing typing vs. handwritten work for student effectiveness. • Managing IT distractions from smartphones and laptops. • Evolving homework strategies in the age of AI. • Increasing use of laptops and iPads in the classroom and their impact on learning. • Pros and cons of using videos in teaching. • Drafting a school AI policy to ensure ethical and effective use of AI technologies. 	
Break	3.00pm
Interactive Session: Questions and Group Discussions	3.10pm
<ul style="list-style-type: none"> • Open floor for delegate questions and group discussions. • Sharing best practices and experiences among participants. 	
Depart	3.45pm



Exceptional Pastoral Care

'How to make sure that school helps adolescents develop personally and build self-belief'

Course Code: **T0184**
Course Leader: **Katharine Radice**
Online: **Monday 24 March 2025**
London: **Thursday 26 June 2025**

ABOUT THIS COURSE

This course refreshed for 2025, offers the opportunity for high-quality professional development within a smaller group setting. The course is designed to be fully interactive: key ideas are introduced in the keynote sessions, and then worked through via discussion-based workshops, allowing you to think about how the learning from the day can be applied within your own context.

BENEFITS OF ATTENDING

- A great opportunity to reflect on your current practice and find innovative ways to upskill and refine your approaches. The interactive and discussion-based nature of the day also creates an ideal way to meet with people from other schools, network and share best practice.

PROGRAMME

Keynote Session 1: What can we Learn from the Latest Child-Development Research?	10.00am
<ul style="list-style-type: none">• The adolescent brain.• The interaction between school messaging and innate developmental tendencies.• Competing influences: Parents, friends, teachers.	
Break	11.00am
Workshop 1: What do we want to achieve and how are we going to do it?	11.20am
<ul style="list-style-type: none">• Getting the most from form-time and assemblies.• What can be achieved within extra-curricular provision?• Improving interaction between the school and families.	
Lunch	12.30pm
Keynote Session 2: How core teaching and learning shapes development not just curriculum outcomes.	1.00pm
<ul style="list-style-type: none">• Developing of sense of self in the classroom.• Embedding a value-system.• Responding to feedback.	
Break	2.00pm
Workshop 2: Practical initiatives for classroom practice	2.20pm
<ul style="list-style-type: none">• In lessons: Who speaks, when and how?• Effective role-modelling: What does this look like in a classroom setting?• Choosing the values that get embedded every day.	
Conclusions	3.30pm
<ul style="list-style-type: none">• Distilling the day's ideas: what offers the maximum impact.	
Depart	3.40pm

SAFEGUARDING

Become Outstanding in the Role of a DSL/DDSL

Course Code: **T0195**
Course Leader: **Karen Hackett**
London: **Tuesday 04 February 2025**
London: **Tuesday 24 June 2025**

ABOUT THIS COURSE

This popular course, updated for 2025, is aimed at Designated Safeguarding Leads (DSL) and Deputy DSLs and those aspiring to the role. Delegates will learn about the role of the DSL/DDSL and how to build solid structures to support staff, parents and children. The course will include resources and takeaways to support this crucial role in keeping children safe.

BENEFITS OF ATTENDING

- Exploring the role of a DSL/DDSL
- Learn more about managing referrals and information sharing
- Understanding the views of children
- Ensure compliance with Keeping Children Safe in Education
- Networking opportunity and sharing best practice
- Build resources to support your role and in turn safeguard children



PROGRAMME

What makes an Outstanding DSL/DDSL?	10.00am
<ul style="list-style-type: none">• Practical activity to explore the DSL/DDSL• Exploring the Voice of the child• Analysis your personal journey	
Break	11.00am
The Role of DSL/DDSL	11.20am
<ul style="list-style-type: none">• Managing referrals• Working with others• Information sharing• Raising awareness• Training, knowledge and skills	
Lunch	12.30pm
The Role of DSL/DDSL continued	1.30pm
<ul style="list-style-type: none">• Providing support to staff• Understanding the views of children• Holding and sharing information	
Making Judgements	2.15pm
<ul style="list-style-type: none">• Exploring Case studies• Sharing of resources• Reflection	
Depart	3.45pm



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Opening New Doors in Teaching & Learning

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☎ 01625 532974

✉ online@keynote.org.uk

🌐 www.keynoteeducational.co.uk

📍 Pentland House, Dean Row Road,
Wilmslow SK9 2GH