

# Workshops & Events

East Renfrewshire  
October - December 2019





## Welcome to Business Gateway East Renfrewshire

This leaflet outlines the Business Gateway workshops and events that are being delivered across East Renfrewshire over the next three months. All sessions are free of charge and designed to help you learn a range of new skills (or brush up on your existing ones) - and at a time and place to really suit you.

All workshops are friendly and interactive and allow you to meet and network with like-minded people who are starting a business or developing an existing business.

To book a place on any of the workshops or events in this brochure go to [bgateway.com/events](http://bgateway.com/events).

You can also email us on [eastrenfrewshire@bgateway.com](mailto:eastrenfrewshire@bgateway.com) or call **0141 530 2407**

# Workshops & Events

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## **Start Up Awareness 1 Research and Planning the business**

Participants will understand how to research and plan their new business and the basic elements they will require to undertake in setting up in business.

- Understand the importance of planning for success
- The importance of market research and how to do it
- Planning what resources you will require
- The basic requirements for setting up e.g. registration, insurance tax and VAT

8th October 17.30-20.30

14th November 13.30-16.30

3rd December 17.30-20.30

## **Start Up Awareness 2 Marketing and Managing the business**

Participants will be able to create some simple plans to manage and market their business.

- Provide an introduction to marketing
- Outline the basic elements of how to manage the books
- Outline the basic elements of creating a marketing plan
- Highlight the key aspects which need to be managed in the business

22nd October 17.30-20.30

28th November 13.30-16.30

10th December 17.30-20.30

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## Start Up Drop In Sessions

A drop in evening session for those starting or recently started a business within East Renfrewshire. If you are looking to start a business but are time pressured during the day, visit our Business Gateway New Start Drop In session to discover the basics about starting a business, developing your idea, learning about what support is available to you, and ask the questions you need answers to. Come in and have a coffee and a chat about your new business idea!

15th October 17.00-19.00

19th November 17.00-19.00

10th December 17.00-19.00

## Business Card Breakfasts

The Business Card Breakfasts are monthly events where business people can come together informally to grow their network, develop supportive alliances, and discuss business issues. Organised jointly by the East Renfrewshire Chamber of Commerce, the Business Card Breakfasts will be free to attend. Hot rolls and a good coffee will be available. Drop in and out as you please and build your profile within the local network:

16th October 8.30-10.00

20th November 8.30-10.00

## Make the most of 0365

This half day workshop will be in the format of a presentation/ demonstration followed by a practical exercise and will explain the basics for home and business. Please bring a device with access to office 365.

10th October 13.30-16.30

## Facebook\*

People who attend this workshop will learn how to assess whether Facebook is an appropriate medium for them, how to find and refine their audience and to target, create and optimise posts and adverts. You may wish to bring your laptop or tablet to this workshop.

24th October 9.30-12.30

## Twitter and Hootsuite\*

A workshop for businesses that already use Twitter as part of their digital marketing strategy, and wish to produce more engaging content, reach a wider audience and measure the effectiveness. You may wish to bring your laptop or tablet to this workshop.

24th October 13.30-16.30

# Workshops & Events

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## Marketing for Business

During this workshop we will dispel some of the myths around marketing and discuss what a marketing strategy is, where it fits in to a business and why it's essential for long term success. You will be introduced to a range of tools to help you identify your customer(s) and their problems, needs or wants and how to create a compelling Value Proposition. You will then be introduced to the fundamental 7Ps of Marketing and introduced to a range of tools to help you communicate your value proposition to your customer in an appropriate and compelling manner.

31st October 9.30-12.30

## Word (intermediate)

This half day workshop will be in the format of a presentation/demonstration followed by a practical exercise and will explore features within Word. Please bring a device with access to Word.

7th November 9.30-12.30

## Strategy for Business

During this workshop we will discuss what business strategy is, where it fits in to a business and why it's essential for long term success. You will be introduced to the fundamental components of a successful business strategy including defining your business idea,

your customers and the markets you will operate in and we will help you define where your business is now and where you want it to get to.

7th November 13.30-16.30

## LinkedIn for Business\*

Want to boost your business with LinkedIn? We'll take you beyond networking by showing you how it can market your products and promote your brand. You may wish to bring your laptop or tablet to this workshop.

14th November 9.30-12.30

## Introduction to Xero

This workshop is aimed at new and existing businesses who are looking to use Xero to manage their bookkeeping or would like a refresher on how to use Xero. Delegates will leave the workshop with a greater knowledge of what cloud accounting is and how it is beneficial to their business. Throughout the workshop delegates will look at accounting software Xero in detail including how to set up a Xero account, link and reconcile bank accounts, create and personalise sales and purchase invoices, view relevant reports and use the contacts feature.

21st November 9.30-12.30

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## **Stress Management (Mindfulness)**

Join us for an introduction to Mindfulness and find out why companies like Google, Nike and Apple are all using Mindfulness Training to increase the wellbeing and productivity of their management teams and employees.

21st November 13.30-16.30

## **Pinterest, Instagram and Photography\***

Find out how to use image sharing apps Pinterest and Instagram to grow your business. Learn how to shoot, process and upload photos. Not only will you learn to enhance your online presence on two of the biggest apps in visual marketing, but on many others too. You may wish to bring your laptop or tablet to this workshop.

28th November 9.30-12.30

## **Video Production for Social Media \***

Video captures peoples' attention online and is becoming increasingly important for engaging with potential, or real, clients. This workshop will show you how to put together an effective video without the need for specialist expertise or equipment. You may wish to bring your laptop or tablet to this workshop.

5th December 9.30-12.30

## **Digital Marketing Strategy\***

Digital marketing can deliver real world business growth, and this workshop will show you a practical strategy for success. You may wish to bring your laptop or tablet to this workshop.

5th December 13.30-16.30

## **Self-Assessment**

Developed to target the growing needs of small business owners / Sole Traders to understand how to complete the main aspects of the Self-Assessment online form.

13th December 9.00-11.30

\*These are 'DigitalBoost' events, funded by Digital Scotland and delivered by Business Gateway.



# Local Expert Surgeries

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## Financial Management and Accountancy

This can be relatively wide ranging; examples of which could be someone wishing a review of a set of accounts prior to buying a business, supporting a business to review their balance sheet to provide areas of opportunity, to provide a business owner with limited financial skills to have a greater understanding of their accounts.

## Procurement and Tendering

This will discuss Public Contracts Scotland tendering. Business Development for public sector markets – finding opportunities, registering for supplier databases. Completing tender forms and how to complete the European Single Procurement Document (sPQQ).

## SMART, Innovation Funding and Angel Investment

Investor readiness, pitching and raising investment. Advise and educate a company on what a typical angel investor would expect from their investment and time. Advise companies on the process for securing SMART and Innovation Funding from Scottish Enterprise.

## Strategy

To assist your business to develop a business strategy that looks at all the things your business could do and narrows it down to the things it is actually good at doing. It provides a focus for the

investment of time, energy and resource.

## Social Media and Web / ICT

For companies who have already a presence on a digital platform (i.e. Web, Facebook, Twitter etc.) to remotely review their digital presence, provide directions and support to improve their web and digital presence, improve awareness and increase their visibility.

## Marketing

At the cornerstone of developing a business and before looking at advertising, Twitter or Facebook, the business needs to understand their core marketing strategy. This surgery is to ensure that clients of Business Gateway can get expert assistance on their marketing approach and strategy

## Outlook and 0365

Businesses will benefit from working with Office 365 in a more collaborative manner.

As well as a greater understanding of accessing a range of business tools like Word, Excel, PowerPoint, and more. It provides a review of how best to use the cloud and reach customers easier and work efficiently and collaboratively with co-workers. Saving files to online storage and empowering your business through apps.

**Please contact your Business Gateway Adviser to book a surgery.**

# Business Gateway offers a wealth of free resources to help you start or develop your business.

- Online Resources
- 1 to 1 Adviser Support
- Market Reports
- Digital Support
- Business Planning
- Marketing & Sales

## **Business Gateway**

The Foundry  
Main Street  
Barrhead  
G78 1SW

## **Need more information?**

Contact your Business Adviser  
or call us on **0141 530 2407**

Email: [eastrenfrewshire@bgateway.com](mailto:eastrenfrewshire@bgateway.com)

Visit: [www.bgateway.com/eastrenfrewshire](http://www.bgateway.com/eastrenfrewshire)  
[www.planningtostart.com](http://www.planningtostart.com)