

Renfrewshire
**Workshops
& Events**

Oct - Dec 2019

Connect with us



Welcome to Business Gateway Renfrewshire

This brochure outlines the workshops and events that are being delivered across the region during the next three months. All sessions are free of charge and designed to help you learn the essential skills to start and develop your business 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 or developing their business.

To book on any of the workshops and events in this brochure go to bgateway.com/events

You can also email us on renfrewshire@bgateway.com
or call **0141 530 2406**

We look forward to welcoming you at one of the events in the near future.

Start Up Workshops

October

Start Up - Marketing

Satisfy your customers' needs

Tues 15th Oct, 1.30pm - 4.30pm

Identify and predict your customers' needs, select target markets as well as develop a strategy and differential advantage for the introduction of a new product or service.

Start Up - Business Planning

"The Key to Success"

Tues 22nd Oct, 1.30pm - 4.30pm

Understand the planning process and why it is vital to operating a successful business. Find out what should be included and how to present your information.

Start Up - Finance

Improve your financial controls

Tues 29th Oct, 1.30pm - 4.30pm

Provides information on the importance of cash flow to successfully manage your business. Looks at profit & loss accounts, cash flow statements, and working capital.

November

Start Up - Marketing

Satisfy your customers' needs

Wed 13th Nov, 9.30am - 12.30pm

Identify and predict your customers' needs, select target markets as well as develop a strategy and differential advantage for the introduction of a new product or service.

Start Up - Business Planning

"The Key to Success"

Wed 20th Nov, 9.30am - 12.30pm

Understand the planning process and why it is vital to operating a successful business. Find out what should be included and how to present your information.

Start Up - Finance

Improve your financial controls

Wed 27th Nov, 9.30am - 12.30pm

Provides information on the importance of cash flow to successfully manage your business. Looks at profit & loss accounts, cash flow statements, and working capital.

December

Start Up - Marketing

Satisfy your customers' needs

Wed 4th Dec, 1.30pm - 4.30pm

Identify and predict your customers' needs, select target markets as well as develop a strategy and differential advantage for the introduction of a new product or service.

Start Up - Business Planning

"The Key to Success"

Tues 10th Dec, 1.30pm - 4.30pm

Understand the planning process and why it is vital to operating a successful business. Find out what should be included and how to present your information.

Start Up - Finance

Improve your financial controls

Wed 11th Dec, 1.30pm - 4.30pm

Provides information on the importance of cash flow to successfully manage your business. Looks at profit & loss accounts, cash flow statements, and working capital.

Start Up Workshops

Effective use of Social Media

Tues 8th Oct, 6pm - 8.30pm

Wed 6th Nov, 10am - 12.30pm

Tues 3rd Dec, 2pm - 4.30pm

The aim of the workshop is to help provide an overview of the most popular Social Media platforms used for business and provide useful insights in how to use Social Media effectively when starting a new venture.

Growth Workshops

Introduction to Social Media

Thur 10th Oct, 1.30pm - 4.30pm

This is an introductory workshop which will give you a good understanding of social media and the potential benefits it can bring to your business.

Trading Online

Thur 24th Oct, 9.30am - 12.30pm

Procure and manage an effective online trading presence and learn what is required from a legal and regulatory perspective.

Profitable Customer Service

Thur 28th Nov, 5.30pm - 8.30pm

This workshop aims to help you deliver a competitive and profitable service through recognising the importance of customer service in attracting and retaining customers.

Get Real Results from your Website

Tues 3rd Dec, 9.30am - 12.30pm

Using examples this session demonstrates the importance of considering the user's perspective in all aspects of the planning, design & operation processes.

Improve Your Search Engine Ranking

Thur 12th Dec, 1.30pm - 4.30pm

Improve your understanding of Search Engine Optimisation techniques and gain a measurable improvement for your Search Engine positioning.

Specialist Local Events

Creating Compelling Videos for you Business

Wed 13th Nov, 9.30am - 12.30pm

Get your company and its products seen in 2019. This practical workshop aims to give you the skills and confidence to create video content for a variety of platforms, including social media, your website, online and as an advert.

Creating Killer Graphics in Canva 2.0

Thur 21st Nov, 1.30pm - 4.30pm

Join us for a fantastic practical beginner's workshop and learn how to design simple but beautiful graphics, using FREE online tools, such as Canva 2.0.

Marketing Your Business for Retail

Tues 26th Nov, 5.30pm - 8.30pm

This workshop will help you improve how you market your retail business and increase sales. It will give you the tools you need to help understand the importance of marketing, including having a digital advantage, when it comes to attracting new customers and how to engage them to keep them coming back to your business.

Making Tax Digital

Thur 5th Dec, 9.30am - 12.30pm

This workshop aims to explain what Making Tax Digital requires of clients and the purpose of changes to the UK tax system.

Setting up & Selling on Amazon, Etsy & Ebay

Start selling your products on the largest marketplaces on the web

Mon 9th Dec, 1.30pm - 4.30pm

Business Gateway is delivering a great free workshop aimed at helping you learn the process of setting up and selling products through some of the major online channels, Amazon, Etsy and Ebay.

Local Expert Surgeries

Appointments available for 1:1 Specialist Advice

Specialist Consultancy for your Business Marketing Needs

Tues 8th Oct, 9.30am - 4.30pm

Tues 12th Nov, 9.30am - 4.30pm

Do you need support to create or implement your marketing strategy? This one-to-one session will review your business marketing agenda and look at how best to market your business going forward. Areas covered include traditional marketing and digital marketing including website exposure and social networking.

Please note appointments are for 1 hour ONLY

E-Business and Website Development

Tues 15th Oct, 9.30am - 4.30pm

Tues 19th Nov, 9.30am - 4.30pm

Thur 12th Dec, 9.30am - 12.30pm

This surgery aims to provide you with information and one-to-one help with anything connected to a website including setting up a website, SEO, SEM, web design, ease of use, disability compliance, advice on the legal must haves of a website and much more.

Please note appointments are for 1.5 hours ONLY

Social Media

Thur 17th Oct, 9.30am - 4.30pm

Fri 15th Nov, 9.30am - 4.30pm

Tues 10th Dec, 9.30am - 4.30pm

This one to one interactive expert surgery gives you an opportunity to examine how you can effectively use social media in your organisation, as well as look at what social media platforms are right for your business.

Please note appointments are for 1.5 hours ONLY

Specialist Consultancy for Tendering & Procurement Advice

Thur 7th Nov, 9.30am - 4.30pm

Access a specialist procurement consultant with over 20 years' experience. Improve the content of your tenders and the likelihood of success in your next bid. Learn how to write more effective tenders, identify tendering opportunities in your sector and learn how to set up a tender desk operation.

Please note appointments are for 1 hour ONLY

Whilst there is no cost to the individual businesses attending the surgeries, Business Gateway do have to pay for the consultants time.

Therefore if you are unable to make your appointment, please let us know so that we can offer this opportunity to one of the other businesses on the waiting list.

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

InCube
27 High Street
Paisley
PA1 2AF

Need more information?

Contact your Business Adviser
or call us on **0141 530 2406**

Email: renfrewshire@bgateway.com

Visit: www.bgateway.com/renfrewshire
www.planningtostart.com