

Renfrewshire
Workshops
& Events

April - June 2020

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

Start Up Marketing

Satisfy your customers' needs

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.

Tues 14th Apr, 5pm - 8pm

Wed 13th May, 9.30am - 12.30pm

Tues 9th June, 1.30pm - 4.30pm

Start Up Business Planning

"The Key to Success"

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.

Tues 21st Apr, 1.30pm - 4.30pm

Wed 20th May, 5pm - 8pm

Tues 16th June, 1.30pm - 4.30pm

Start Up Finance

Improve your financial controls

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

Tues 28th April, 1.30pm - 4.30pm

Wed 27th May, 9.30am - 12.30pm

Tues 23rd June, 5pm - 8pm

Growth & Specialist Local Events

Effective Use of Social Media

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.

Tues 7th April, 2pm - 4.30pm

Wed 6th May, 5pm - 7.30pm

Tues 2nd June, 2pm - 4.30pm

Introduction to Bookkeeping

This workshop aims to highlight which financial records are required and how to maintain a basic bookkeeping system which meets statutory reporting requirements.

Thurs 21st May, 1pm - 4pm

Marketing Your Business

Improve your understanding and practical aspects of marketing, with a workbook completed during the session generating a marketing action plan.

Thurs 7th May, 9.30am - 12.30pm

Get Real Results from your Website

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

Mon 8th June, 9.30am - 12:30pm

Improve Your Search Engine Ranking

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

Mon 20th April, 1.30pm - 4.30pm

Trading Online

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

Thurs 4th June, 1.30pm - 4.30pm

Setting up & Selling on Amazon, Etsy & Ebay

Start selling your products on the largest marketplaces on the web. 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.

Fri 29th May, 1.30pm - 4.30pm

Creating Killer Graphics in Canva 2.0

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.

Thurs 16th April, 1.30pm - 4.30pm

Exporting

This workshop is aimed at SME's who are looking to start exporting their goods or services or are currently exporting and thinking about targeting more challenging markets. Topics that will be discussed include opportunities in new markets, along with advice on export finance and international payments.

Thurs 28th May, 9.30am - 12.30pm

Local Expert Surgeries

Appointments available for 1:1
Specialist Advice

Specialist Consultancy for your Business Marketing Needs

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.

Tues 28th April, 9.30am - 4.30pm

Thurs 11th June, 9.30am - 4.30pm

Please note appointments are for 1 hour ONLY

E-Business & Website Development

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.

Tues 21st April, 9.30am - 4.30pm

Tues 12th May, 9.30am - 4.30pm

Tues 16th June, 9.30am - 4.30pm

Please note appointments are for 1.5 hours ONLY

Social Media

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.

Thurs 23rd April, 9.30am - 4.30pm

Thurs 14th May, 9.30am - 4.30pm

Thurs 25th June, 9.30am - 4.30pm

Please note appointments are for 1.5 hours ONLY

Specialist Consultancy for Tendering & Procurement Advice

Submitting a tender is common for businesses supplying goods or services to the public sector; however making sure your tender is the best it can be can be a tough call to make. In addition finding the right public sector tenders for your organisation can be a challenge. This one to one session gives you access to 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.

Tues 19th May, 9.30am - 4:30pm

*** 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

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

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