

# East Renfrewshire Workshops & Events

Jan - Mar 2020

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## 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

21st January 09.30-12.30

19th February 13.30-16.30

18th March 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

28th January 09.30-12.30

26th February 13.30-16.30

25th March 17.30-20.30

# Workshops & Events

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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!

14th January - The Foundry  
11th February - Busby Hotel  
10th March - Parklands  
Above are all 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.

22nd January - Switchboard  
19th February - I-Kick  
18th March - Garden Cafe  
Above all 08.30-10.00

## Winter Networking Event

People do business with those they know, they like and they trust. For a business to succeed people must be able to build relationships and those relationships are the catalyst for success. However, networking is not always top of the priority list and often people feel that it can be awkward, time-consuming and much less appealing than many of the other jobs that need done. During this event we will introduce guidance and tools to enable you to become an effective networker followed by afternoon tea and an opportunity to put your networking skills into action.

28th January 14.00-16.00

## Creating a new Website\*

Do you want to set up a website for your business but don't know where to start? This workshop will guide you from the very beginning. Including whether you should build your website yourself or outsource to maintaining it after launch. It may be helpful to bring a laptop or tablet to this workshop.

30th January 09.30-12.30

## Producing Engaging Digital Content \*

Producing quality content is an excellent way of helping customers develop a meaningful relationship with your brand, and ultimately boosting sales. Learn to understand, source and measure content. You may want to bring a laptop or tablet to this event.

30th January 13.30-16.30

# Workshops & Events

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## **Making the most of Office 365**

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 bring a laptop or tablet to this workshop.

4th February 13.30-16.30

## **Bookkeeping**

This workshop aims to equip you with the knowledge and skills necessary to manage your finances and comply with regulatory and legal requirements through a relevant bookkeeping system. By the end of the workshop you should be able to introduce or improve your financial record keeping system and improve how you manage your finances.

4th February 17.30-20.30

## **Enhance your Business with Digital\***

Are you worried that you're not using digital platforms to enhance your business? Find out if your worries are justified. Discover the opportunities and risks of using digital and of NOT using digital. This workshop could give you the chance to pick up digital knowledge and skills at no financial cost to you. Consider any potential disadvantages to your business if

you don't get into digital. Explore how to overcome some of the fears and perceived barriers to getting involved along with some simple next steps you could take to enter the world of digital.

5th February 13.30-16.30

## **Business Planning**

Both start up and growing business will require a business plan for getting a loan, grant or just to consider the direction they wish to go in. The aim of the session is to provide a walkthrough of what should be included within a business plan, how a business plan is used to improve your prospects for a loan or a grant, what business plan should be developed to meet your need.

19th February 09.30-12.30

## **Effective E-commerce\***

Want to grow your business? Not sure about selling online? This workshop will arm you with valuable skills and information that will help you increase the effectiveness of your eCommerce presence.

25th February 09.30-12.30

# Workshops & Events

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## **ERBA Application Masterclass**

The East Renfrewshire Business Awards recognise and celebrate the success of East Renfrewshire's thriving businesses who invest time and effort delivering excellent customer service and providing new and innovative business solutions. Business Gateway are delighted to be hosting an event designed to support local businesses with the application process.

3rd March 13.30-16.30

## **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. Please bring a laptop or tablet to this workshop.

4th March 13.30-16.30

## **Excel Intermediate**

This half-day workshop is aimed at those looking to gain an understanding of how to use/ utilise some of the more advanced tools within the Excel program and will be delivered in the format of an explanation/demonstration of the program, followed by a

practical exercise. Please bring a laptop or tablet to this workshop.  
10th March 13.30-16.30

## **Cloud for Business Essentials\***

Your back office and technology requirements need to be secure, scalable and cost-effective. This course will help you discover or improve a strategy to achieve just that. Please bring a laptop or tablet to this workshop.

11th March 09.30-12.30

## **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. Please bring a laptop or tablet to this workshop.

11th March 13.30-16.30

## **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.

18th March 13.30-16.30

**\*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

## Need more information?

Contact your Business Adviser  
or call us on 0141 5302407

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)

## Business Gateway

The Foundry  
Main Street  
Barrhead  
G78 1SW