

Workshops & Events

East Renfrewshire
July - September 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.

You can also email us on eastrenfrewshire@bgateway.com or call **0141 530 2407**

Workshops & Events

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

10th July 13.30-16.30

6th August 17.30-20.30

11th September 9.30-12.30

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

24th July 13.30-16.30

20th August 17.30-20.30

18th September 9.30-12.30

Workshops & Events

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!

9th July 17:00-19:00

14th August 17:00-19:00

24th September 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:

24th July 8.30-10.00

21st August 8.30-10.00

18th September 8.30-10.00

Business Academy: Strategy, Marketing and Finance

Bringing together the three core elements of business in a certificated workshop. In Strategy we will look at discussing what business strategy is, where it fits in to a business and why it's essential for long term success. During the marketing stage 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 (including the 7p's) to help you identify your customer(s) and their problems, needs or wants and how to create a compelling Value Proposition. Then the final stage will be financial, whether you are a growing business or one who has just started; we will cover the main aspects of managing your business financials to ensure you meet your funding, tax, reporting and profitability targets and demands.

Strategy 23rd July 13.30-16.30

Marketing 28th August 13.30-16.30

Finance 26th September 13.30-16.30

Workshops & Events

Introduction to Excel

This half-day workshop is aimed at those looking to gain an understanding of Excel and how to use it to create basic spreadsheets. It will be delivered in the format of an explanation/ demonstration of the software (and how to use some of the tools associated with it), followed by a practical exercise. It is advisable to bring along your own laptop, which has Excel on it, so that you can create your own spreadsheet.

16th July 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.

18th July 13.30-16.30

Accounting for the Third Sector

This course as well as looking at financial sustainability will also cover the wider aspects of being sustainable as a third sector organisation; people, governance, board and meeting current regulations.

7th August 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.

15th August 9.30-12.30

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.

20th August 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 Excel and will be delivered in the format of an explanation/demonstration of the software, followed by a practical exercise. By the end of this workshop, you will have gained a better understanding of how to use some of the more advanced tools, which in turn will make doing your day to day tasks within Excel easier and make you more efficient. It is recommended you bring a laptop to this workshop.

21st August 13.30-16.30

Workshops & Events

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 will be able to introduce or improve your financial record keeping system and improve how you manage your finances.

22nd August 13.30-16.30

How to create products or services your customers will love

The aim of the session is to explain how to find out what your customers really want, create ideas for potential new products and services to satisfy them and how to validate these and decide which (if any) to pursue.

10th September 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. 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.

10th September 13.30-16.30

HR for Modern Businesses

Join an expert HR and health & safety speaker at this brief but invaluable event, which will enhance the way you run your business by giving you the knowledge and advice to resolve any employee challenge. Find out how to manage work-related health problems like stress, depression, and anxiety in your business. Discover why leading UK businesses have appointed mental health first aiders at work. Get practical advice on protecting your worker's mental health and learn how to reduce sick leave, boost morale and make productivity soar.

You can also learn how to:

- Review contracts, handbooks, and other essential employment documents
- Deal with staff behaviour, performance, attendance, and attitude
- Handle health & safety, risk assessments, fire safety policies and procedures
- Understand the six fair reasons for dismissal to help avoid tribunal claims
- Manage gender-balance, employment status, and pay

24th September 9.30-12.30

Local Expert Surgeries

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.

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](tel:01415302407)

Email: eastrenfrewshire@bgateway.com

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