

Tayside
**Workshops
& Events**

Jan - Mar 2020



Connect with us



Welcome to Business Gateway Tayside

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 **dundee@bgateway.com**,
perthandkinross@bgateway.com or **angus@bgateway.com**

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

Workshops & Events

Dundee

Start-Up Workshops

Unit 27, City Quay, Camperdown Street,
DD1 3JA

A Guide to Starting a Business Tuesday
7th January - 5.00pm - 9.00pm

Marketing – Tuesday 14th January
9.30am – 12.30pm

Business Planning – Thursday 23rd
January - 9.30am – 12.30pm

Awareness – Thursday 30th January
9.30am - 12.30pm

Finance – Thursday 6th February
9.30am – 12.30pm

Getting Started – Tuesday 18th February -
9.30am - 11.00am

Marketing – Tuesday 25th February
6.00pm – 9.00pm

Business Essentials for Getting Started –
Tuesday 3rd March - 9.30am – 4.30pm

Business Planning – Tuesday 10th March
6.00pm – 9.00pm

Finance – Tuesday 17th March
6.00pm – 9.00pm

Dundee

Growth Workshops

Unit 27, City Quay, Camperdown Street,
DD1 3JA

**HR Getting Started: Becoming an
Employer** - Tuesday 7th January
10.00am - 12.30pm

Book-Keeping – Monday 13th January
9.30am – 12.30pm

Marketing your Business – Tuesday 21st
January - 10.00am - 1.00pm

**HR Getting Started: Becoming an
Employer** - Wednesday 5th February -
10.00am - 12.30pm

High Street Retail: Dos and Don'ts
Wednesday 5th February - 6.00pm - 8.00pm

Search Engine Optimisation - Thursday
20th February - 10.00am - 1.00pm

**TUPE: Transfer of Undertakings Protection
of Employment** - Wednesday 4th March
10.00am - 12.30pm

**HR Getting Started: Becoming an
Employer** - Thursday 5th March
10.00am - 12.30pm

Introduction to Digital Book-Keeping
Thursday 19th March 6.00pm – 9.00pm

DigitalBoost Workshops

Facebook for Business - Monday 27th
January 9.30am - 12.30pm

LinkedIn for Business - Monday 2nd March
9.30am - 12.30pm

Workshops & Events

Perth

Start-Up Workshops

Saltire House, 3 Whitefriars Crescent,
PH2 0PA

Getting Started – Thursday 9th January -
9.30am - 11.00am

Marketing – Tuesday 14th January
6.00pm – 9.00pm

Business Planning – Tuesday 21st January -
6.00pm – 9.00pm

Business Essentials for Getting Started –
Tuesday 28th January - 9.30am – 4.30pm

Finance – Tuesday 4th February
6.00pm – 9.00pm

Awareness – Tuesday 11th February
6.00pm – 9.00pm

Marketing – Thursday 20th February
9.30am – 12.30pm

A Guide to Starting a Business Thursday 27th
February - 9.00am – 1.00pm

Business Planning –Thursday 5th March
9.30am – 12.30pm

Finance – Thursday 12th March
9.30am – 12.30pm

Perth

Growth Workshops

Saltire House, 3 Whitefriars Crescent,
PH2 0PA

HR Getting Started: Becoming an Employer -
Tuesday 21st January - 10.00am - 12.30pm

Book-Keeping – Thursday 23rd January
6.00pm – 9.00pm

**TUPE: Transfer of Undertakings Protection of
Employment**
Wednesday 29th January - 2.00pm - 4.30pm

Book-Keeping – Wednesday 19th February
9.30am – 12.30pm

HR Getting Started: Becoming an Employer -
Tuesday 25th February - 10.00am - 12.30pm

Financial Management – Wednesday 11th March
9.30am - 12.30pm

HR Getting Started: Becoming an Employer -
Thursday 19th March - 10.00am - 12.30pm

DigitalBoost Workshops

**What to Think About When Creating a New
Website-** Wednesday 29th January - 9.30am -
12.30pm

Video Production for Social Media - Wednesday
19th February - 9.30am - 12.30pm

Facebook For Business- Wednesday 11th March -
9.30am - 12.30pm

Workshops & Events

Angus

Start-Up Workshops – Morning

Seminar Room 4, Isla Building, Dundee & Angus College, Keptie Road, Arbroath, DD11 3EA

Getting Started - Monday 13th January
9.30am - 11.00am

Awareness – Tuesday 21st January
9.30am – 12.30pm

Marketing – Tuesday 28th January
9.30am – 12.30pm

Business Planning - Tuesday 11th February
9.30am – 12.30pm

Business Essentials for Getting Started -
Thursday 27th February - 9.30am - 4.30pm

A Guide to Starting up a Business - Thursday
19th March - 9.00am - 1.00pm
[The Cross, West High Street, Forfar, DD8 1BB](#)

Start-Up Workshops – Evening

A Guide to Starting up a Business -
Tuesday 4th February - 5.00pm - 9.00pm
[The Park Hotel, Montrose, DD8 3HX](#)

Room 0.03 Esk Building, Dundee & Angus
Building, Keptie Road, Arbroath, DD11 3EA
Getting Started – Thursday 20th February
6.00pm – 7.30pm

Marketing – Thursday 5th March 6.00pm –
9.00pm

Finance - Thursday 12th March -
6.00pm - 9.00pm

Angus

Growth Workshops - Morning

Seminar Room 4, Isla Building, Dundee & Angus
College, Keptie Road, Arbroath, DD11 3EA

HR Getting Started: Becoming an Employer
Wednesday 15th January - 10.00am - 12.30pm

**TUPE: Transfer of Undertakings Protection of
Employment**
Wednesday 12th February - 10.00am - 12.30pm

Mastering Selling Skills – Thursday 13th February
9.30am – 12.30pm

HR Getting Started: Becoming an Employer
Monday 17th February - 10.00am - 12.30pm

HR Getting Started: Becoming an Employer
Thursday 12th March - 10.00am - 12.30pm

Book-Keeping – Wednesday 25th March
9.30am – 12.30pm

Growth Workshops – Evening
[Room 0.03 Esk Building, Dundee & Angus,
Building, Keptie Road, Arbroath, DD11 3EA](#)

Book-Keeping – Wednesday 5th February
6.00pm – 9.00pm

DigitalBoost Workshops

Seminar Room 4, Isla Building, Dundee & Angus
College, Keptie Road, Arbroath, DD11 3EA

Enhance Your Business with Digital -
Wednesday 5th February - 9.30am - 12.30pm

Pinterest, Instagram & Photography -
Thursday 5th March - 9.30am - 12.30pm

Workshops & Events

Start-Up Workshop Descriptions

Awareness

This workshop aims to make you aware of the various requirements involved in starting up a new business.

Getting Started

A shorter workshop aimed at the very early stages of starting a business, covering elements of our standard start-up workshops.

Business Planning

It is essential to have a realistic, working business plan when you're starting up a business. This workshop shows you how to create a robust business plan.

Marketing

This workshop will help you to understand your competitors, identify your customers and understand the things you need to consider for effective marketing.

Finance

This workshop will help you to manage a profit and loss account, produce a cash flow statement and understand working capital.

A Guide to Starting a Business

A four hour workshop covering elements of our awareness, marketing, business planning and finance start up workshops.

Business Essentials for Getting Started

A whistle-stop tour learning the basic skills needed to start your own business. We'll be covering, Business Planning, Finance, Marketing, and the Business Model Canvas to make sure you're equipped with all the business essentials.

Growth Workshop Descriptions

Book-Keeping

This workshop aims to provide you with an understanding of book-keeping principles and demonstrates why keeping financial records is so important to the success of your business.

Marketing your Business

This workshop will help you create a realistic marketing plan. It is designed to improve how you market your business and increase sales.

Mastering Selling Skills

This course aims to improve your selling skills, thereby increasing sales. By the end of the workshop you will have a better understanding of why people buy, improved persuasive skills and more confidence in successful selling techniques.

Financial Management

After this workshop you will be able to introduce or improve financial record keeping systems and produce an action plan to monitor and improve the financial performance of your business.

HR Getting Started: Becoming an Employer

This workshop will take you through a step by step process that will incorporate all the fundamental aspects and legal obligations that are associated with taking on staff.

HR Masterclass: TUPE: Transfer of Undertakings Protection of Employment

This workshop can help you understand how to prepare for the transfer of staff to your new business. The legal obligations on you as the new employer, what information you need to be given by the outgoing employer and what changes, if any, you can make during and after you take over. We will seek to demystify the term 'TUPE' which stands for 'Transfer of Undertakings (Protection of Employment Regulations) Regulations and give you templates, information and guidance to create a trouble free plan for a successful business acquisition.

Introduction to Digital Book-Keeping

A workshop to introduce those unfamiliar with cloud accounting software to the range of applications available.

Workshops & Events

DigitalBoost Workshops

Facebook for Business

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. The event will also cover measuring the effectiveness of pages, posts and adverts, including through the use of Facebook insights as well as integrating Facebook with websites. You will also gain, valuable knowledge about e-commerce, security, compliance and privacy.

LinkedIn for Business

LinkedIn can be an incredibly powerful - and profitable - business tool. Like any tool, you have to learn how to use it, and this workshop gives you expert guidance. You'll create a LinkedIn strategy to supercharge your business via marketing and brand promotion initiatives. You'll learn when to use personal and company profiles and how to optimise them for maximum visibility. Content is king these days, and we'll show you how to plan and produce captivating content that enriches your brand.

Video Production for Social Media

This workshop will show you how to put together an effective video without the need for specialist expertise or equipment. Discover why the use of video helps people find your brand or website and how this kind of content has become a powerful way to engage with your audience. Learn how to create a short and effective video without pain or expense, including how to plan, shoot, edit and upload it without special kit or expertise. Get to know the various digital platforms that can be utilised to view and share video content. See what editing apps are available and how to add music and subtitles.

What to Think About when Creating a New Website

This workshop will take you right from the beginning in curating your business website. From the need to determine website objectives, the importance of knowing who your audience is, setting clear calls to action and creating engaging content to measuring success. It will help you start to create your brand's visual identity online, your site's blueprint and how you can structure your site map. You will learn what's involved in registering and maintaining your site content and options for hosting it. This workshop will also offer guidance on when and how to outsource your website's creation to a designer. Covering topics such as where to find a contractor, what to organise first, your structure plan and costs.

Pinterest, Instagram & Photography for Business

Find out how to use image sharing apps Pinterest and Instagram to grow your business. Learn how to shoot, process and upload photos.

Move from being a beginner to knowing enough to gain commercial benefit from the use of Pinterest and Instagram. Learn which type of audience you can reach via each platform and the factors and analytics such as cost and timing of posting images and how that can maximise impact.

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.

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

Unit 27
City Quay
Camperdown Street
Dundee
DD1 3JA

Need more information?

Contact your Business Adviser

Email: dundee@bgateway.com
perthandkinross@bgateway.com
angus@bgateway.com

Visit: www.bgateway.com/dundee
www.bgateway.com/perthandkinross
www.bgateway.com/angus
www.planningtostart.com