

# Workshops & Events

East Renfrewshire  
April - June 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](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

11th April 17.30-20.30

14th May 9.30-12.30

13th June 13.30-16.30

## 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 April 17.30-20.30

22nd May 13.30-16.30

20th June 13.30-16.30

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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!

10th April 17.00-19.00

14th May 17.00-19.00

3rd June 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:

17th April 8.30-10.00

22nd May 8.30-10.00

19th June 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 17th April 13.30-16.30

Marketing 21st May 9.30-12.30

Finance 4th June 17.30-20.30

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## **East Renfrewshire Business Awards Application Masterclass**

The annual East Renfrewshire Chamber of Commerce Business Awards are an opportunity not to be missed for the East Renfrewshire business community to showcase its significant talent and entrepreneurship, which is why Business Gateway are delighted to be hosting an event designed to support local businesses with the application process.

2nd April 17.30-20.30

## **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.

24th April 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.

7th May 9.30-12.30

## **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.

8th May 13.30-16.30

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## Outlook and O365

During this half-day workshop, you will learn how to use/utilise the Microsoft Outlook email software (which will allow you to carry out your day to day tasks more efficiently). You will also learn how to use the Outlook App within Office 365 as well as accessing other apps and your One Drive. The workshop will be in the format of a presentation/demonstration followed by a practical exercise. It is recommended you bring a laptop to this workshop.

28th May 9.30-12.30

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

29th May 13.30-16.30

## How to create a winning tender

An introduction to the process of tendering for business in the public and private sector.

Have you ever been invited to tender for work and wondered where to start? Or been uncertain about the process? Or wondered what a good tender looks like?

Many businesses must tender for work

into the public and private sector and this workshop is designed to give you an introduction to the tendering process, finding tendering opportunities, understanding the stages of the tendering process and writing winning tenders.

3rd June 10.00-12.00

## 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, link and reconcile bank accounts, create and personalise sales and purchase invoices, view relevant reports and use the contacts feature.

11th June 9.30-12.30

## Think Process

This workshop will help you to better understand how processes and procedures can be simplified, improved and streamlined. Using a case study, participants will develop new process improvement skills and by the end of the workshop, participants will have learnt how to create value within their own processes, and how to measure their success in the future.

25th June 9.30-12.30

# 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.

## **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**

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)