

# Workshops & Events

Tayside  
July - September 2019





## Welcome to Business Gateway Tayside

This leaflet outlines the Business Gateway workshops and events that are being delivered across the region 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, 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 [dundee@bgateway.com](mailto:dundee@bgateway.com),  
[perthandkinross@bgateway.com](mailto:perthandkinross@bgateway.com) or [angus@bgateway.com](mailto:angus@bgateway.com)  
or call **01382 843016**

# Workshops & Events

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## Dundee

### Start-Up Workshops

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

**Getting Started** – Wednesday 3rd July

9.30am - 11.00am

**Marketing** – Wednesday 17th July

9.30am - 11.30am

**Business Planning** – Wednesday 24th July

9.30am - 11.30am

**Awareness** – Thursday 25th July

6.00pm - 8.00pm

**Finance** – Wednesday 31st July

9.30am - 11.30am

**Getting Started** – Wednesday 14th August

9.30am - 11.00am

**Marketing** – Thursday 29th August

6.00pm - 8.00pm

**Awareness** – Tuesday 3rd September

6.00pm - 8.00pm

**Business Planning** – Thursday 5th September

6.00pm - 8.00pm

**Finance** – Thursday 12th September

6.00pm - 8.00pm

### Growth Workshops

Unit 27, City Quay, Camperdown Street,

DD1 3JA

### HR Getting Started: Becoming an Employer

Tuesday 2nd July - 9.30am - 12.30pm

These workshops will be run every two weeks, please see our website for full details.

## Dundee

### Growth Workshops

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

**Book-Keeping** – Thursday 25th July

9.30am - 11.30am

**Customer Personas** - Wednesday 28th August

10.00am - 1.00pm

**HR Masterclass: Conflict Management**

Thursday 29th August - 10.00am - 1.00pm

**Presenting with Confidence** - Wednesday 4th

September - 10.00am - 1.00pm

**Marketing your Business** – Monday 9th

September - 9.30am - 12.30pm

**Book-Keeping** – Tuesday 17th September

6.00pm - 8.00pm

**Growth Mindset** - Thursday 19th September

10.00am - 1.00pm

### DigitalBoost Workshops

**Video Production for Social Media** - Monday 8th

July - 9.30am - 12.30pm

**LinkedIn for Business** - Monday 12th August

9.30am - 12.30pm

**Facebook for Business** - Monday 16th September

9.30am - 12.30pm

### Women Into Business

**Passion to Purpose** - Thursday 11th July

6pm - 8pm - Dock Street Studios, Dundee, DD1 4BT

# Workshops & Events

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## Perth

### Start-Up Workshops

Saltire House, 3 Whitefriars Crescent,  
PH2 0PA

**Getting Started** – Tuesday 2nd July  
9.30am - 11.00am

**Awareness** – Thursday 11th July  
5.30pm – 7.30pm

**Marketing** – Thursday 18th July  
5.30pm – 7.30pm

**Business Planning** – Thursday 25th July  
5.30pm – 7.30pm

**Finance** – Thursday 1st August  
5.30pm – 7.30pm

**Getting Started** – Tuesday 13th August  
5.30pm – 7.30pm

**Awareness** – Tuesday 20th August  
9.30am – 11.30am

**Marketing** – Tuesday 27th August  
9.30am – 11.30am

**Business Planning** – Tuesday 3rd September  
9.30am – 11.30am

**Finance** – Tuesday 10th September  
9.30am – 11.30am

## Perth

### Growth Workshops

Saltire House, 3 Whitefriars Crescent,  
PH2 0PA

**HR Getting Started: Becoming an Employer**  
- Thursday 25th July - 9.30am - 12.30pm  
[These workshops will be run every two weeks, please see our website for full details.](#)

**Book-Keeping** – Tuesday 6th August  
9.30am – 11.30am

**Financial Management** – Tuesday 13th August  
9.30am - 12.30pm

**Growth Mindset** - Friday 30th August -  
10.00am - 1.00pm

**HR Masterclass: Recruitment and Selection**  
Wednesday 11th September - 10.00am - 1.00pm  
[Milton Birnam Hotel, Perth Road, Birnam, Dunkeld, Perthshire, PH8 0AA](#)

**Customer Personas** - Wednesday 18th September  
- 10.00am - 1.00pm

**Book-Keeping** – Thursday 19th September  
5.30pm – 7.30pm

**Presenting with Confidence** - Wednesday 25th  
September - 10.00am - 1.00pm  
[Milton Birnam Hotel, Perth Road, Birnam, Dunkeld, Perthshire, PH8 0AA](#)

### DigitalBoost Workshops

**Pinterest, Instagram & Photography for Business** - Wednesday 10th July  
9.30am - 12.30pm

**Video Production for Social Media** - Wednesday  
21st August - 9.30am - 12.30pm

# Workshops & Events

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## Angus

### Start-Up Workshops – Morning

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

**Getting Started** - Monday 8th July  
9.30am - 11.00am

**Awareness** – Wednesday 17th July  
9.30am – 11.30am

**Marketing** – Wednesday 24th July  
9.30am – 11.30am

**Business Planning** – Wednesday 31st July  
9.30am – 11.30am

**Getting Started** – Thursday 5th September  
9.30am - 11.00am

**A Guide to Starting up a Business** - Wednesday  
25th September - 9.00am - 1.00pm  
[The Stag Hotel, Forfar, DD8 3HX](#)

### Start-Up Workshops – Evening

**A Guide to Starting up a Business** -  
Tuesday 6th August - 5.00pm - 9.00pm  
[The Park Hotel, Montrose, DD8 3HX](#)

[Room 0.03 Esk Building, Dundee & Angus college, Keptie Road, Arbroath, DD11 3EA](#)

**Getting Started** – Wednesday 15th August  
5.30pm – 7.30pm

**A Guide to Starting a Business** -  
Thursday 20th August - 5.00pm-9.00pm

**Finance** - Wednesday 11th September -  
5.30pm - 7.30pm

## Angus

### Growth Workshops - Morning

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

**Book-Keeping** – Thursday 11th July  
9.30am – 11.30am

**Mastering Selling Skills** – Tuesday 2nd July  
9.30am – 12.30pm

**Customer Personas** - Wednesday 25th  
September - 10.00am - 1.00pm  
[Murton Farm, Murton Trust for Education and the Environment, Arbroath Rd, Forfar DD8 2RZ](#)

### Growth Workshops – Evening

[Room 0.03 Esk Building, Dundee & Angus college, Keptie Road, Arbroath, DD11 3EA](#)

**Book-Keeping** – Tuesday 17th September  
5.30pm – 7.30pm

### DigitalBoost Workshops

[Seminar Room 4, Isla Building, Dundee & Angus College, Keptie Road, Arbroath, DD11 3EA](#)

**Digital Marketing Strategy** - Wednesday 14th  
August - 9.30am - 12.30pm

# Workshops & Events

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## 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.

## 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 provide 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: Conflict Management

Every day business owners have to deal with conflict management in the workplace and this Masterclass will cover all aspects of the processes and techniques to use in the managing of poor performance.

### HR Masterclass: Recruitment & Selection

This exclusive workshop will cover all aspects of the process of choosing and taking on staff. You will look at the various stages of recruitment.

### Customer Personas

This fun and practical workshop will work through a step by step guide to defining your key customers, sketch out your customer personas and understand how to build your marketing strategy around them.

### Presenting with Confidence

If you would like top tips for boosting your confidence and communicating your business vision in the best way possible to your stakeholders, then this is the workshop for you.

### Growth Mindset

This workshop aims to explore the different mindsets that exist in organisations as well as common misconceptions.

# Workshops & Events

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## DigitalBoost Workshops

### Facebook for Business

Learn how to assess whether Facebook is an appropriate medium for you. How to find and refine your 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.

### Twitter and Hootsuite

This workshop will help you develop and hone your social media strategy in order to amplify your message. You will gain a deeper understanding of where Twitter fits into your overall plan, how it relates to other platforms, and the relative benefits of sponsored posts, as well as how to create them. We will also go through the features of Hootsuite in order to help you manage and integrate your social media accounts. This includes learning about advanced techniques for creating and publishing content, and delegating tasks to other team members. Legal requirements and best practice frameworks will also be covered.

### 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.

### Digital Marketing Strategy

Digital marketing can deliver real world business growth, and this workshop will show you a practical strategy for success. This inspiring workshop will guide you through the practical steps needed to design a digital marketing strategy to meet your business objectives and create more leads. These steps include; establishing what your customers are looking for, providing relevant content, content publication and content amplification.

# 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  
or call us on **01382 843016**

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[www.bgateway.com/angus](http://www.bgateway.com/angus)  
[www.planningtostart.com](http://www.planningtostart.com)