

Workshops & Events

Inverclyde
April - June 2019





Welcome to Business Gateway Inverclyde

This leaflet outlines the Business Gateway workshops and events that are being delivered across Inverclyde 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 **inverclyde@bgateway.com**
or call **01475 778465**

Workshops & Events

April

Business Start Up - Marketing

Friday 5 April

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop will help you create a robust business plan by looking at creating a description for your business, the business planning process, efficient ways of obtaining skills and resources as well as presenting your business plan.

Business Start Up - Finance

Friday 5 April

Municipal Buildings, Clyde Square, Greenock
1.00pm - 4.00pm

This workshop aims to give an introduction to the role of finance in business and will look at managing a profit and loss account, producing a cashflow statement, working capital, the different sources of finance and the different legal structures of a business.

Email Marketing – Digital Boost

Monday 8 April

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

Being able to engage your customers in conversation is a key way to create sales. This workshop is ideal for people currently using email but not to its full potential.

Facebook for Business (Intermediate) – Digital Boost

Monday 15 April

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop is designed for people who want to deepen their understanding of how Facebook can be used to engage with their target audience in order to boost conversions.

Business Start Up - Marketing

Wednesday 17 April

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop will help you create a robust business plan by looking at creating a description for your business, the business planning process, efficient ways of obtaining skills and resources as well as presenting your business plan.

Business Start Up - Finance

Wednesday 17 April

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1.00pm - 4.00pm

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Bookkeeping

Friday 26 April

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This practical based course will assist new and existing business owners in developing a bookkeeping system that is suitable for their needs and complies with any legal obligations.

Selling Online with Etsy, eBay & Amazon

Monday 29 April

Municipal Buildings, Clyde Square, Greenock
12.00pm – 3.00pm

Business Gateway is delivering a great free workshop aimed at helping you learn the process of setting up and selling products through some of the major online channels, eBay, Amazon, Etsy.

May

LinkedIn for Business (Intermediate) – Digital Boost

Thursday 2 May

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

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.

Business Start Up - Marketing

Friday 3 May

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

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Business Start Up - Finance

Friday 3 May

Municipal Buildings, Clyde Square, Greenock
1.00pm - 4.00pm

This workshop aims to give an introduction to the role of finance in business and will look at managing a profit and loss account, producing a cashflow statement, working capital, the different sources of finance and the different legal structures of a business.

Improve Your Search Engine Ranking

Tuesday 7 May

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop aims to improve your understanding of how search engines prioritise results.

Facebook for Business (Intermediate) – Digital Boost

Monday 13 May

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop is designed for people who want to deepen their understanding of how Facebook can be used to engage with their target audience in order to boost conversions.

GDPR & Keep Your Business Safe Online – DigitalBoost

Tuesday 14 May

Municipal Buildings, Clyde Square, Greenock
12.00pm – 3.00pm

Find out the simple steps you can take to keep your business and its information safe. Safe from hackers, safe from cyber attack and safe from infringing the new General Data Protection regulation.

Business Start Up - Marketing

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Bookkeeping

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09.30am - 12.30pm

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Introduction to Tax

Monday 20 May

Municipal Buildings, Clyde Square, Greenock
12.00pm - 3.00pm

If you have recently started in business, then this workshop will provide useful information about the basics of Self-Assessment Tax, National Insurance and Record Keeping. This is not suitable for Limited Companies.

Build your Own Website 1 (Morning session) - Bring Your Own Laptop

Thursday 23 May

CVS Inverclyde, 75-81 Cathcart Street, Greenock
09.30am - 12.30pm

This workshop is aimed at those who would like to set up a website for their business and develop and online presence.

Build your Own Website 2 (Afternoon session) - Bring Your Own Laptop

Thursday 23 May

CVS Inverclyde, 75-81 Cathcart Street, Greenock
1.00pm – 4.00pm

A direct follow on from the "Build your own Website Part 1" - we pick up where we left off and continue creating our WordPress website. A direct follow on from the "Build your own Website Part 1" - we pick up where we left off and continue creating our WordPress website - this time adding your own specific text and images that you pulled

Workshops & Events

June

Business Start Up - Marketing

Friday 7 June

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop will help you create a robust business plan by looking at creating a description for your business, the business planning process, efficient ways of obtaining skills and resources as well as presenting your business plan.

Business Start Up - Finance

Friday 7 June

Municipal Buildings, Clyde Square, Greenock
1.00pm - 4.00pm

This workshop aims to give an introduction to the role of finance in business and will look at managing a profit and loss account, producing a cashflow statement, working capital, the different sources of finance and the different legal structures of a business.

Protecting Your Ideas - via Copyright, Trademarks, Designs and Patents

Monday 17 June

Municipal Buildings, Clyde Square, Greenock
12.00pm - 3.00pm

This workshop aims to cover trademarks, copyright, design registration and patents - with actual case studies.

Facebook for Business

Thursday 20 June

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This workshop is designed for people who want to deepen their understanding of how Facebook can be used to engage with their target audience in order to boost conversations.

Bookkeeping

Friday 21 June

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

This practical based course will assist new and existing business owners in developing a bookkeeping system that is suitable for their needs and complies with any legal obligations.

Business Start Up - Marketing

Wednesday 26 June

Municipal Buildings, Clyde Square, Greenock
09.30am - 12.30pm

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Business Start Up - Finance

Wednesday 26 June

Municipal Buildings, Clyde Square, Greenock
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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

Municipal Buildings
Clyde Square
Greenock
PA15 1LY

Need more information?

Contact your Business Adviser
or call us on **01475 778465**

Email: inverclyde@bgateway.com

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