



Your Guide to New Skills, Knowledge & Expertise

for Start-Ups, Business Owners, Managers & Employees

Training Courses & Workshops

April - September 2017

 **business
gateway
fife**

Inspire, Develop &
Support Business in Fife

Training Courses & Workshops

April - September 2017

Regardless of whether you are a start-up business or an established business, Business Gateway Fife offers a programme of over 200 free workshops and seminars to help you develop your skills and take your business to the next level.

The fully funded events cover a range of subjects to help you manage your finances, improve your IT, develop your social media skills and importantly, get more customers.

An Introduction to Running Your New Business

If you would like to become self employed but are at the very early planning stages, this session is for you.

An informal session where you can find out more about starting up in self employment. What you need to know, who can help and what services you can access. In one hour you can find the answers to these questions and meet others who are in the same situation.

6 April	6.00pm - 7.00pm	Glenrothes
18 April	6.00pm - 7.00pm	Halbeath
26 April	6.00pm - 7.00pm	Halbeath
1 May	6.00pm - 7.00pm	Glenrothes
16 May	6.00pm - 7.00pm	Halbeath
22 May	6.00pm - 7.00pm	Glenrothes
8 June	6.00pm - 7.00pm	Glenrothes
20 June	6.00pm - 7.00pm	Halbeath
28 June	6.00pm - 7.00pm	Halbeath
5 July	6.00pm - 7.00pm	Glenrothes
18 July	6.00pm - 7.00pm	Halbeath
25 July	6.00pm - 7.00pm	Glenrothes
10 Aug	6.00pm - 7.00pm	Glenrothes
15 Aug	6.00pm - 7.00pm	Halbeath
24 Aug	6.00pm - 7.00pm	Halbeath
7 Sept	6.00pm - 7.00pm	Glenrothes
25 Sept	6.00pm - 7.00pm	Glenrothes
26 Sept	6.00pm - 7.00pm	Halbeath

Start Up Workshops

These workshops cover the basics of self-employment, from business planning, finance, marketing and information technology. Aimed at individuals who are looking to set up their business in the next few months.

BUSINESS PLANNING/FINANCE/ MARKETING WORKSHOP

This workshop covers the business planning process including how to prepare your business plan, produce a cashflow forecast and find out what sources of finance are available. You will also find out about marketing, how to identify your target customers, the strengths and weaknesses of your competitors and how to carry out basic market research.

4 April	6.00pm - 9.00pm	Halbeath
2 May	6.00pm - 9.00pm	Glenrothes
6 June	6.00pm - 9.00pm	Halbeath
4 July	6.00pm - 9.00pm	Glenrothes
8 Aug	6.00pm - 9.00pm	Halbeath
5 Sept	6.00pm - 9.00pm	Glenrothes

IT START UP WORKSHOP - WHAT YOUR BUSINESS WILL NEED

This workshop will look at identifying where your business could benefit from technology, what hardware/software requirements you may have, whether you need a website and how best to market your business, choosing the right internet provider and service and how to keep your data secure.

9 May	6.00pm - 9.00pm	Glenrothes
16 Aug	6.00pm - 9.00pm	Halbeath

NEWLY SELF-EMPLOYED - THE BASICS

Find out how to register your business with HMRC, what is meant by employment status and the different classes of NI contributions. You will also find out how to create and maintain a basic record keeping system and understand the tax return cycle, payments to HMRC and possible penalties.

21 April	9.30am - 12.30pm	Glenrothes
2 May	9.30am - 12.30pm	Dunfermline
23 June	9.30am - 12.30pm	Glenrothes
4 July	9.30am - 12.30pm	Dunfermline
21 Aug	9.30am - 12.30pm	Glenrothes
19 Sept	9.30am - 12.30pm	Dunfermline



ARE YOU THINKING ABOUT...

Becoming SELF EMPLOYED?
Starting your own BUSINESS?



Be Your Own Boss Events

TO BOOK YOUR PLACE AT ONE OF OUR
UPCOMING "BE YOUR OWN BOSS EVENTS"
SIMPLY BOOK ONLINE AT
WWW.BUSINESSGATEWAYFIFE.COM
OR CALL US ON 01592 858333

If you are looking to Be
Your Own Boss and start a
business, then **we can help.**



introducing enterprisehubfife



OFFICE HUB

Fully furnished, affordable and all-inclusive offices with high speed broadband and access to a full support network to get your business growing FAST



CO-WORKING HUB

Excellent hot desking environment for businesses on the move or collaboration with like-minded enterprising individuals



EVENTS HUB

State of the art events facilities to accommodate from 20-60 delegates



MEETINGS HUB

Private meeting facilities available for half day or full day sessions

First Floor, 1 Falkland Gate, Glenrothes KY7 5NS **T: 0800 254 5200** www.enterprisehubfife.co.uk

he website

Helping Your Finances

BEGINNERS GUIDE TO BUSINESS EXPENSES & CAPITAL ALLOWANCES

Find out what are allowable business expenses and how to work out your tax allowances. Recognising the most common types of allowable business expenses, the different ways to work out your motoring expenses and the capital allowances for cars and other vehicles.

19 April	9.30am - 12.30pm	Dunfermline
23 May	9.30am - 12.30pm	Glenrothes
28 June	9.30am - 12.30pm	Dunfermline
25 July	9.30am - 12.30pm	Glenrothes
29 Aug	9.30am - 12.30pm	Dunfermline
12 Sept	9.30am - 12.30pm	Glenrothes

BEGINNERS GUIDE TO BOOKKEEPING

Find out what financial records are needed, the broad principles and procedures of accounting systems and how to choose the appropriate system – either manual or computerised. Know which financial statements and statutory returns are relevant to your business and the different accounting periods and financial years.

3 April	9.30am - 12.30pm	Dunfermline
8 May	9.30am - 12.30pm	Glenrothes
5 June	9.30am - 12.30pm	Dunfermline
3 July	9.30am - 12.30pm	Glenrothes
7 Aug	9.30am - 12.30pm	Dunfermline
18 Sept	9.30am - 12.30pm	Glenrothes

BEGINNERS GUIDE TO AUTO ENROLMENT

Now that the Workplace Pensions law has changed, every employer within the UK has a legal obligation to help more of their workers save for retirement. Discover the 8 recommended stages that employers need to go through when setting up an auto-enrolment solution.

31 May	9.30am - 12.30pm	Glenrothes
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Specialist Events

INTELLECTUAL PROPERTY

You could potentially save £'000s and prevent business disasters before they happen. In this workshop you will find out about ownership of ideas, patents, trademarks, branding, design and copyright. You will also find out about licensing and associated costs.

25 May	9.30am - 12.30pm	Glenrothes
20 July	9.30am - 12.30pm	Glenrothes
21 Sept	9.30am - 12.30pm	Glenrothes

Getting More Customers

Marketing Events

MARKETING YOUR BUSINESS

At this session, you will identify what the market is, what your customers need and want, produce forecasts and explore what type of marketing you will use and how much this will cost. Look at pricing your product or service and how this is to be sold.

2 May	1.30pm - 4.30pm	Dunfermline
3 July	1.30pm - 4.30pm	Glenrothes
4 Sept	9.30am - 12.30pm	Dunfermline

ADVERTISING & PROMOTION

Identify what and where the markets are for your business and the key ingredients for advertising successfully. The cost benefits of using different types of advertising and the benefits of setting up a website.

9 May	9.30am - 12.30pm	Dunfermline
10 July	9.30am - 12.30pm	Glenrothes
11 Sept	9.30am - 12.30pm	Dunfermline

MASTERING SELLING

Equip yourself with the knowledge and skills to improve your sales by identifying the customer requirements through questioning techniques. Identify what products/services meet the customer's need and interpret buying signals to close the sale. Look at the difference between features and benefits and how to monitor your sales progress.

15 May	9.30am - 12.30pm	Dunfermline
17 July	9.30am - 12.30pm	Glenrothes
18 Sept	9.30am - 12.30pm	Dunfermline

PR ON A SHOESTRING

This workshop explores how businesses can generate maximum publicity for themselves with minimum spend.

You will learn how to identify/create a news angle, how to construct a press release, how to reach the media and make the leap from regional to national news.

18 May	9.30am - 12.30pm	Glenrothes
20 July	9.30am - 12.30pm	Dunfermline
7 Sept	9.30am - 12.30pm	Glenrothes

Online Marketing Events

GET REAL RESULTS FROM YOUR WEBSITE

What makes a good website? This course explains this from both a human and technical point of view. We'll look at how you define what your website should do, who you are targeting it at and how to plan for a new or updated site.

9 May	9.30am - 12.30pm	Glenrothes
14 July	9.30am - 12.30pm	Dunfermline
14 Sept	9.30am - 12.30pm	Glenrothes

IMPROVE YOUR SEARCH ENGINE RANKING

Your website can only be a success if it can be found by your potential customers. Our Search Engine Optimisation course illustrates the critical elements of a website that will improve its visibility to search engines (Google in particular) and ensure your website traffic is maximised.

24 May	9.30am - 12.30pm	Glenrothes
31 July	9.30am - 12.30pm	Dunfermline
26 Sept	9.30am - 12.30pm	Glenrothes

BEGINNERS GUIDE TO TRADING ONLINE

If you're planning to sell online then this course will help you decide how to go about getting an e-commerce website. In addition to the different options that are available we'll also look at the legal requirements for trading online.

1 May	9.30am - 12.30pm	Glenrothes
3 July	9.30am - 12.30pm	Dunfermline
4 Sept	9.30am - 12.30pm	Glenrothes

THE SECRETS OF CONTENT MARKETING REVEALED

The buying process has changed forever and traditional advertising practices are simply not effective any more. We are all becoming digital consumers and businesses have no choice but to become digital marketers to survive in this changing landscape.

6 June	9.30am-12.30pm	Glenrothes
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PLAN THE PERFECT WEBINAR

Webinars can be an extremely powerful way to communicate and influence an audience and can have a multitude of uses within your business.

The flexibility of webinars make them the perfect tool for business owners to use in the battle for customer attention and trust. Amongst other things they can be used to launch new products or services, establish your authority on a particular topic, share knowledge and facilitate learning, create online products or just to sell more. Webinars can be so versatile that your imagination and creativity are the only limits.

12 June	9.30am - 12.30pm	Dunfermline
11 Sept	9.30am - 12.30pm	Glenrothes

ONLINE AFFILIATE MARKETING

In this introductory workshop delegates will learn how to use affiliate marketing to generate an additional source of income for their businesses. They will also learn the basics of how to go about setting up their own affiliate programme so others can promote their products or services. Affiliate marketing is the practice of ethically recommending and promoting the products or services of another business, in return for a commission payment.

13 June	9.30am - 12.30pm	Dunfermline
15 Sept	9.30am - 12.30pm	Glenrothes

MAKE THE MOST OF EMAIL MARKETING

With marketing budgets coming under increasing pressure, email marketing is becoming an even more attractive option for companies seeking to lower costs. This session shows marketeers and those responsible for marketing their businesses how to use email-based communications to improve the return on investment for their organisations.

10 April	9.30am - 12.30pm	Glenrothes
13 June	1.30pm - 4.30pm	Dunfermline
9 Aug	9.30am - 12.30pm	Glenrothes

Get More From Social Media

MARKETING WITH SOCIAL MEDIA - BASIC

This course introduces delegates to social media for business and explains how it fits in with their overall marketing strategy. Find out how to identify the best choice for your business, work out what sort of content to post and how to measure the effectiveness of your efforts.

5 April	9.30am - 12.30pm	Glenrothes
4 May	9.30am - 12.30pm	Dunfermline
1 June	9.30am - 12.30pm	Glenrothes
5 July	9.30am - 12.30pm	Dunfermline
3 Aug	9.30am - 12.30pm	Glenrothes
12 Sept	9.30am - 12.30pm	Dunfermline

MARKETING WITH SOCIAL MEDIA - ADVANCED

This course takes the experienced social media user to the next level. From examining a wider range of social media channels, assessing social media management tools through to monitoring your competitors. You'll also find out about the metrics you should be watching and get top tips on the rules you shouldn't break.

18 April	9.30am - 12.30pm	Glenrothes
16 May	9.30am - 12.30pm	Dunfermline
20 June	9.30am - 12.30pm	Glenrothes
27 July	9.30am - 12.30pm	Dunfermline
15 Aug	9.30am - 12.30pm	Glenrothes
28 Sept	9.30am - 12.30pm	Dunfermline

ADVERTISING WITH SOCIAL MEDIA

Want to quickly build a relevant fan base or an active email list?

Want to generate sales straight away?

If the answer to these questions is yes, you should consider using paid social media advertising to help supplement your organic activities, in order to achieve your business objectives. If you don't understand how advertising works across the main social media channels you could end up wasting a lot of money. The aim of this workshop is to give you a basic understanding of how advertising works on social media, with particular reference to the big three channels, Facebook, Twitter and LinkedIn.

3 April	9.30am - 12.30pm	Glenrothes
5 June	9.30am - 12.30pm	Glenrothes
7 Aug	9.30am - 12.30pm	Glenrothes

SOCIAL MEDIA STRATEGY AND ANALYTICS

Counting how many likes you have on Facebook doesn't give a clear idea of how well you're doing with social media. This seminar looks at many of the other numbers that you should be watching and shows how this data can impact on your strategy. Using real, publicly available data we show how businesses can sharpen up their strategy and also keep an eye on their competitors. A free in-depth Facebook and Twitter report on your business is available to those attending the session.

11 April	9.30am - 12.30pm	Dunfermline
18 July	9.30am - 12.30pm	Glenrothes

Fife Leadership Masterclasses

LEADERSHIP FOR GROWTH

An introduction to entrepreneurial leadership and managing in competitive complex economic landscapes. How do leaders lead in situations of the unknown? When they do not know what to do, what do they do?

17 May	9.30am - 12.30pm	Glenrothes
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New Course!

ENCOURAGING & MANAGING INNOVATION

An introduction to what it means to be an innovative organisation. This includes how to realise and commercialise innovative ideas within the participants business and in collaboration with partners.

21 June	9.30am - 12.30pm	Glenrothes
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New Course!

MOTIVATING & MANAGING PERFORMANCE

Helping business owners and managers to manage performance through periods of change and growth. It will give participants the skills/knowledge to enthuse and motivate staff both informally and formally, including an introduction to performance & reward systems.

26 July	9.30am - 12.30pm	Glenrothes
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New Course!

SALES NEGOTIATION

The course is developed to upskill participants in proven tools and techniques to successfully handle negotiations. And to help them understand the importance of Win/Win negotiation and the styles they should use to influence people.

23 Aug	9.30am - 12.30pm	Glenrothes
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New Course!

DIGITALBOOST

power up your business

TAKE YOUR BUSINESS TO THE NEXT LEVEL...

by improving your digital knowledge and know-how.

Fully funded workshops and support available.

DIGITAL MARKETING STRATEGY

Digital marketing can deliver real world business growth, and this workshop will show you a practical strategy for success.

6 April 9.30am - 12.30pm Glenrothes

WEBSITE DATA ANALYTICS

This workshop unlocks analytics so you can clearly see where your website traffic is coming from and why, transforming your website's effectiveness.

12 April 9.30am - 12.30pm Glenrothes

FACEBOOK FOR BUSINESS

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.

25 April 9.30am - 12.30pm Glenrothes

LINKEDIN FOR BUSINESS

See how you can do more than just networking in LinkedIn. Learn how to market your products and promote your brand as well.

11 May 9.30am - 12.30pm Glenrothes

PRODUCING ENGAGING CONTENT

Even if you are not traditionally in the business of providing content, it's important to have good-quality articles or even nuggets of useful information on your website and elsewhere to drive customer engagement and help you stand out from your competitors.

17 May 9.30am - 12.30pm Glenrothes

PAID FOR ADVERTISING

Ideal for those who have experience of paid advertising and have a digital marketing strategy in place, but wish to increase effectiveness to attract and retain customers.

30 May 9.30am - 12.30pm Glenrothes

ECOMMERCE FOR BUSINESS

Decide how best to sell your product(s) online. Understand the pros and cons of various channels and how to measure the effectiveness of an eCommerce presence.

7 June 9.30am - 12.30pm Glenrothes

TWITTER & HOOTSUITE

A workshop for businesses that already use Twitter as part of their digital marketing strategy, and wish to produce more engaging content, reach a wider audience and measure the effectiveness.

8 June 9.30am - 12.30pm Glenrothes

EMAIL MARKETING

A workshop for people currently using email as part of their digital marketing strategy and who want to improve their understanding of how to boost engagement, conversion and sales.

14 June 9.30am - 12.30pm Glenrothes

Give your business a DigitalBoost today - complete the online healthcheck www.bgateway.com/digitalboost



Other Services Provided By Business Gateway Fife

Employing People

Take the stress out of hiring staff with our dedicated HR support.



Market Intelligence

Free business information service:

- Market Research
- Statistics & Demographics
- Company Lists
- Media Searches



1-2-1 ADVICE

Whatever stage you are at with your business journey, getting the right business advice is key. Our advisers provide dedicated, one-to-one support, tailored to your needs.



Funding

Helping you to access the finance & fundraising you are eligible for:

- Investment Grants
- Town Centre Investment Fund
- Creative Funds
- Digital Support
- Prince's Trust



eNewsletters

The latest business news & opportunities delivered to your inbox every fortnight.



Expert Help

Consultancy support to get your key project going:

- Marketing
- Sales
- HR
- Finance
- eBusiness



Key Achievements of Business Gateway



Event Venues

SALTIRE HOUSE

Pentland Park
Glenrothes,
KY6 2AL

FIFE ENTERPRISE HUB

First Floor,
1 Falkland Gate,
Glenrothes, KY7 5NS

DUNFERMLINE BUSINESS CENTRE

Izatt Avenue
Dunfermline,
KY11 3BZ

HALBEATH

Holiday Inn Express
Halbeath Road
Dunfermline,
KY11 8JH

Call: 01592 858333

Email: success@bgfife.co.uk

Visit: www.businessgatewayfife.com



EUROPE & SCOTLAND
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Investing in a Smart, Sustainable and Inclusive Future