

Business Skills - Marketing Events

Marketing Your Business

Aimed at those who have recently started trading or existing businesses.

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.

Mon 4th May	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 6th Jul	Dunfermline Business Centre	10.00am to 1.00pm
Mon 31st Aug	Saltire House, Glenrothes	9.30am to 12.30pm

Advertising & Promotion

Aimed at those who have recently started trading or existing businesses.

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.

Mon 11th May	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 13th Jul	Dunfermline Business Centre	10.00am to 1.00pm
Mon 7th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

Mastering Selling

Aimed at those who have recently started trading or existing businesses.

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.

Mon 25th May	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 20th Jul	Dunfermline Business Centre	10.00am to 1.00pm
Mon 14th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

PR on a Shoestring

Aimed at those who have recently started trading or existing businesses.

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.

Thur 21st May	Dunfermline Business Centre	10.00am to 1.00pm
Thur 23rd Jul	Saltire House, Glenrothes	9.30am to 12.30pm
Thur 24th Sep	Dunfermline Business Centre	10.00am to 1.00pm

How To Book

Call: 01592 858333

Email: success@bgfife.co.uk

or visit www.businessgatewayfife.com/events



Business Skills - Online Marketing Events

Content Marketing

Pre-start, start-up or existing business

Did you know that 70% of your potential customers prefer to search for the answer to their questions and solutions to their problems on the Internet rather than picking up the phone or directly communicating with you and your business? Internet search engines such as Google have become the 0800 number that we rely upon to find what we are looking for.

Fri 8th May	Saltire House, Glenrothes	9.30am to 12.30pm
Fri 14th Aug	Saltire House, Glenrothes	9.30am to 12.30pm

Get Real Results from your Website

Pre-start, start-up or existing business

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.

Thur 16th Apr	Saltire House, Glenrothes	1.30pm to 4.30pm
Tues 9th Jun	Dunfermline Business Centre	10.00am to 1.00pm
Thur 6th Aug	Saltire House, Glenrothes	9.30am to 12.30pm

Improve Your Search Engine Ranking

Pre-start, start-up or existing business

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.

Thur 23rd Apr	Saltire House, Glenrothes	1.30pm to 4.30pm
Thur 25th Jun	Dunfermline Business Centre	10.00am to 1.00pm
Mon 17th Aug	Saltire House, Glenrothes	9.30am to 12.30pm

Trading Online

Pre-start, start-up or existing business

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

Tues 28th Apr	Saltire House, Glenrothes	1.30pm to 4.30pm
Thur 2nd July	Dunfermline Business Centre	10.00am to 1.00pm
Tues 25th Aug	Saltire House, Glenrothes	9.30am to 12.30pm

Make the Most of Email Marketing

Target audience - Start-up or existing businesses

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 marketers and those responsible for marketing their businesses how to use email-based communications to improve the return on investment for their organisations.

Tues 5th May	Saltire House, Glenrothes	1.30pm to 4.30pm
Tues 8th Sept	Saltire House, Glenrothes	9.30am to 12.30pm

Plan the Perfect Webinar

Pre-start, start-up or existing business

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.

Fri 24th Apr	Saltire House, Glenrothes	9.30am to 12.30pm
Thur 25th Jun	Saltire House, Glenrothes	9.30am to 12.30pm

Social Media - Basic

For those with limited knowledge of social media but wish to find out how it can benefit their business.

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.

Wed 13th May	Saltire House, Glenrothes	9.30am to 12.30pm
Tues 7th Jul	Dunfermline Business Centre	10.00am to 1.00pm
Thur 10th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

Social Media - Advanced

Aimed at those who regularly use social media but wish to use it more effectively in their business.

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.

Wed 27th May	Saltire House, Glenrothes	9.30am to 12.30pm
Thur 23rd Jul	Dunfermline Business Centre	10.00am to 1.00pm
Mon 21st Sep	Saltire House, Glenrothes	9.30am to 12.30pm

Advertising with Social Media

Target audience - Start-up or existing businesses

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.

Fri 29th May	Saltire House, Glenrothes	9.30am to 12.30pm
Tue 21st Jul	Dunfermline Business Centre	10.00am to 1.00pm
Fri 25th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

New Events Are Added Regularly

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Training Courses and Workshops

April - September 2015



Events Programme

April - September 2015

Is Self Employment for You?

Pre-start individuals

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 can you access. In one hour you can find the answers to these questions and meet others who are in the same situation.

Thur 9th Apr	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Mon 20th Apr	Saltire House, Glenrothes	6.00pm to 7.00pm
Wed 6th May	Saltire House, Glenrothes	6.00pm to 7.00pm
Tues 12th May	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Wed 3rd Jun	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Thur 18th Jun	Saltire House, Glenrothes	6.00pm to 7.00pm
Thur 2nd Jul	Saltire House, Glenrothes	6.00pm to 7.00pm
Tues 14th Jul	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Wed 5th Aug	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Tues 11th Aug	Saltire House, Glenrothes	6.00pm to 7.00pm
Tues 8th Sep	Saltire House, Glenrothes	6.00pm to 7.00pm
Thur 17th Sep	Holiday Inn, Dunfermline	6.00pm to 7.00pm

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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

Pre-start individuals or those looking to set up their business in the next few months.

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.

Wed 29th Apr	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Wed 20th May	Saltire House, Glenrothes	6.00pm to 9.00pm
Wed 30th Jun	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Wed 29th Jul	Saltire House, Glenrothes	6.00pm to 9.00pm
Wed 19th Aug	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Tues 29th Sep	Saltire House, Glenrothes	6.00pm to 9.00pm

IT Workshop - What Your Business Will Need

Pre-start individuals or those looking to set up their business in the next few months.

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.

Wed 27th May	Saltire House, Glenrothes	6.00pm to 9.00pm
Tues 7th Jul	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Wed 30th Sep	Saltire House, Glenrothes	6.00pm to 9.00pm

How to Talk About Your Business

Target Audience – Pre-start, start-up or existing business

Every business should be clear about the service/product it offers to potential customers. Are you sure you are talking about your business in the best possible way to generate leads or sales? Everyone is pressed for time and you need to be able to talk about your business effectively to make sure potential customers understand what it is you do. This session looks at how you can improve your communication to describe your business and market it effectively.

Fri 5th Jun	Saltire House, Glenrothes	9.30am to 12.30pm
Fri 11th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

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Business Skills - Finance Events

Newly Self-Employed - The Basics

Pre-start and those who have recently started trading.

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.

Thur 23rd Apr	Saltire House, Glenrothes	9.30am to 12.30pm
Wed 20th May	Dunfermline Business Centre	10.00am to 1.00pm
Fri 19th Jun	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 13th Jul	Dunfermline Business Centre	2.00pm to 5.00pm
Wed 19th Aug	Saltire House, Glenrothes	9.30am to 12.30pm
Wed 23rd Sep	Dunfermline Business Centre	10.00am to 1.00pm

Business Expenses & Capital Allowances

Aimed at those who have recently started their business.

Find out what are allowable business expenses and how to work out your tax allowances. How to recognise 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.

Wed 15th April	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 18th May	Dunfermline Business Centre	10.00am to 1.00pm
Thur 18th Jun	Saltire House, Glenrothes	9.30am to 12.30pm
Thur 16th Jul	Dunfermline Business Centre	10.00am to 1.00pm
Tues 4th Aug	Saltire House, Glenrothes	9.30am to 12.30pm
Wed 16th Sep	Dunfermline Business Centre	10.00am to 1.00pm

Bookkeeping

Aimed at those who have recently started trading or existing businesses.

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.

Wed 8th Apr	Dunfermline Business Centre	10.00am to 1.00pm
Tues 12th May	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 22nd Jun	Dunfermline Business Centre	10.00am to 1.00pm
Thur 9th Jul	Saltire House, Glenrothes	9.30am to 12.30pm
Thur 6th Aug	Dunfermline Business Centre	10.00am to 1.00pm
Tues 15th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

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People Management/Specialist Events

Becoming An Employer

Aimed at anyone who is looking to employ staff for the first time

You will be guided through the process of employing staff, from writing job descriptions, setting the salary, the recruitment process, inductions, monitoring staff performance and your legal liabilities.

Wed 10th Jun	Saltire House, Glenrothes	9.30am to 12.30pm
Tues 22nd Sep	Saltire House, Glenrothes	9.30am to 12.30pm

Getting the Most out of your People

Aimed at businesses who have employees

As a result of this workshop, delegates will be able to:- identify any weaknesses/gaps with regards to recruitment and induction, retention strategies and staff development. Identify opportunities for accelerating growth through people development. Understand the potential costs and benefits to your company associated to staff development and understand where to access further assistance.

Thur 21st May	Saltire House, Glenrothes	9.30am to 12.30pm
Tues 18th Aug	Saltire House, Glenrothes	9.30am to 12.30pm

An Introduction to Project Management

Start-Up or Existing Business

This session introduces attendees to the key skills involved in project management, how to plan a project and the key elements involved. The importance of assigning and delegating tasks, monitoring and measuring, key project terminology and defining objectives.

Mon 1st Jun	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 21st Sep	Saltire House, Glenrothes	1.30pm to 4.30pm

Intellectual Property - The Essentials for Business Success

Pre-start, start-up or existing business

You could potentially save £1000s 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.

Thur 14th May	Saltire House, Glenrothes	9.30am to 12.30pm
Fri 17th Jul	Saltire House, Glenrothes	9.30am to 12.30pm
Thur 24th Sep	Saltire House, Glenrothes	9.30am to 12.30pm

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