

Training Webinars

October 2021 – March 2022

Regardless of whether you are a start-up business or an established business, Business Gateway Fife offers a programme of free courses and workshops covering various subjects 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

A short, informal session where you can find out more about setting up your own business and becoming self-employed. Find out how to set up your business, any legal requirements that you may need to put in place and identify any resources you may need.

06/10/2021	Online	6.00pm - 6.30pm
26/10/2021	Online	2.00pm - 2.30pm
04/11/2021	Online	6.00pm - 6.30pm
17/11/2021	Online	2.00pm - 2.30pm
07/12/2021	Online	6.00pm - 6.30pm
16/12/2021	Online	2.00pm - 2.30pm
12/01/2022	Online	6.00pm - 6.30pm
25/01/2022	Online	2.00pm - 2.30pm
08/02/2022	Online	6.00pm - 6.30pm
23/02/2022	Online	2.00pm - 2.30pm
08/03/2022	Online	6.00pm - 6.30pm
24/03/2022	Online	2.00pm - 2.30pm

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.

04/10/2021	Online	6.00pm - 8.00pm
08/11/2021	Online	6.00pm - 8.00pm
06/12/2021	Online	6.00pm - 8.00pm
10/01/2022	Online	6.00pm - 8.00pm
07/02/2022	Online	6.00pm - 8.00pm
07/03/2022	Online	6.00pm - 8.00pm

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.

05/10/2021	Online	09.30am - 11.30am
17/11/2021	Online	09.30am - 11.30am
14/12/2021	Online	09.30am - 11.30am
20/01/2022	Online	09.30am - 11.30am
16/02/2022	Online	09.30am - 11.30am
23/03/2022	Online	09.30am - 11.30am

WANT TO ACCESS NEW MARKETS?

Raise your company's profile
through the
Trade Development Programme
businessgatewayfife.com/tdp

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.

27/10/2021	Online	09.30am - 11.30am
23/11/2021	Online	09.30am - 11.30am
08/12/2021	Online	09.30am - 11.30am
19/01/2022	Online	09.30am - 11.30am
23/02/2022	Online	09.30am - 11.30am
22/03/2022	Online	09.30am - 11.30am

BEGINNERS GUIDE TO 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.

04/10/2021	Online	09.30am - 11.30am
08/11/2021	Online	09.30am - 11.30am
06/12/2021	Online	09.30am - 11.30am
10/01/2022	Online	09.30am - 11.30am
07/02/2022	Online	09.30am - 11.30am
07/03/2022	Online	09.30am - 11.30am

Getting More Customers

Marketing Events

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.

15/11/2021	Online	09.30am - 11.30am
17/01/2022	Online	09.30am - 11.30am
14/03/2022	Online	09.30am - 11.30am

ADVERTISING & PROMOTION

This workshop will give you the knowledge and skills you need to identify the best methods of promotion for your business and to produce an advertising plan to boost sales.

22/11/2021	Online	09.30am - 11.30am
24/01/2022	Online	09.30am - 11.30am
21/03/2021	Online	09.30am - 11.30am

MASTERING SELLING

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.

29/11/2021	Online	09.30am - 11.30am
31/01/2022	Online	09.30am - 11.30am
28/03/2022	Online	09.30am - 11.30am



GET THE RIGHT FINANCIAL SUPPORT FOR YOUR BUSINESS

There is an extensive range of funding solutions that we can help you access.

businessgatewayfife.com/finance

Online Marketing Events

GET REAL RESULTS FROM YOUR WEBSITE

This workshop aims to give you the expertise necessary to make your website successful.

01/12/2021	Online	09.30am - 11.30am
08/03/2022	Online	09.30am - 11.30am

IMPROVE YOUR SEARCH ENGINE RANKING

This workshop can help to give you the expertise of how search engines prioritise results. By the end of the workshop you will have the relevant knowledge to enable you to improve your search engine positioning.

09/12/2021	Online	09.30am - 11.30am
10/03/2022	Online	09.30am - 11.30am

BEGINNERS GUIDE TO TRADING ONLINE

This webinar aims to enable you to set up and manage an effective online trading presence. By the end of the workshop you will be able to draw up a detailed action plan to set up your online trading presence.

24/11/2021	Online	09.30am - 11.30am
15/02/2022	Online	09.30am - 11.30am

WORDPRESS FOR BEGINNERS

Introduction to WordPress, creating a site using a standard WordPress theme. This course will cover the basics of creating a simple WordPress site including a blog, additional pages and navigation. We will also look at the minimum security requirements to keep your site safe.

25/10/2021	Online	09.30am - 11.30am
01/12/2021	Online	09.30am - 11.30am
02/02/2022	Online	09.30am - 11.30am

7 STEPS TO PROMOTE YOUR BUSINESS

This workshop helps delegates understand how PR, content marketing and social media merge and how to identify, organise and action the right moves to promote their businesses.

18/11/2021	Online	09.30am - 11.30am
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WORDPRESS INTERMEDIATE

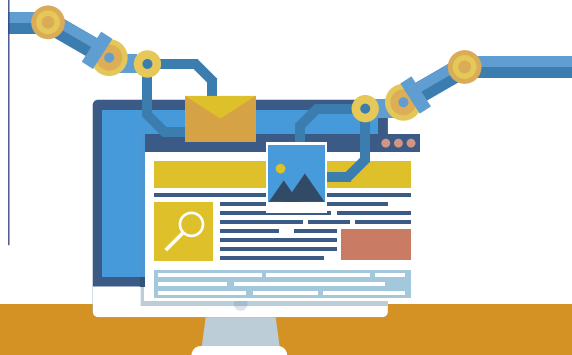
On this course we look at selecting and installing themes, security in more depth, extending your WordPress site functionality by selecting and installing plugins, search engine optimisation, Google Analytics, contact forms.

09/11/2021	Online	09.30am - 11.30am
26/01/2022	Online	09.30am - 11.30am
01/03/2022	Online	09.30am - 11.30am

PRODUCE YOUR OWN VIDEO CONTENT - PROFESSIONALLY

This enlightening workshop will show you how to present your video content professionally and how you already have the tools in your hands – literally!

02/11/2021	Online	09.30am - 11.30am
12/01/2022	Online	09.30am - 11.30am
17/03/2022	Online	09.30am - 11.30am



WANT TO WIN PUBLIC SECTOR CONTRACTS?

The Public Sector spends millions of pounds with small businesses like yours – see how to get your share at

[businessgatewayfife.com/sdp](https://www.businessgatewayfife.com/sdp)

- FREE tender training
- Tendering process support
- FREE Webinars

www.businessgatewayfife.com/events

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.

06/10/2021	Online	09.30am - 11.30am
07/12/2021	Online	09.30am - 11.30am
09/02/2022	Online	09.30am - 11.30am

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.

26/10/2021	Online	09.30am - 11.30am
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22/02/2022	Online	09.30am - 11.30am

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.

13/10/2021	Online	09.30am - 11.30am
18/01/2022	Online	09.30am - 11.30am

SOCIAL MEDIA INSIGHTS

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. A free in-depth Facebook and Twitter report on your business is available to those attending the session.

10/11/2021	Online	09.30am - 11.30am
01/02/2022	Online	09.30am - 11.30am

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DIGITALBOOST

power up your business

WE'LL HELP YOUR BUSINESS GET A DIGITAL ADVANTAGE

Take your business to the next level and find out where technology could fit into your business and improve your performance, profits and people.

We offer practical workshops, online tutorials, 1:1 digital advice and a range of business guides.

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Other Services Provided By Business Gateway Fife

1-2-1 Business 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.



Expert Help

Consultancy support to get your key project going:

- Marketing
- Finance
- eBusiness
- Sales
- HR



Business Information

Free business information service:

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

Business Surgeries

Our introductory Surgeries give you access to FREE Expert advice tailored to your business:

- Finance
- Legal (Business and Property)



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