



Business Training Programme

October 2022 – March 2023

Free Webinars Covering:

- ▶ Marketing Your Business
- ▶ Website Management
- ▶ Digital Skills
- ▶ Social Media Skills
- ▶ Sales Management
- ▶ Financial Controls
- ▶ Start-up Management
- ▶ SEO Management



Inspire, Develop &
Support Business in Fife

www.businessgatewayfife.com

Training Webinars

October 2022 – March 2023

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.

| | | |
|------------|--------|-----------------|
| 04/10/2022 | Online | 6.00pm - 6.30pm |
| 18/10/2022 | Online | 2.00pm - 2.30pm |
| 10/11/2022 | Online | 6.00pm - 6.30pm |
| 24/11/2022 | Online | 2.00pm - 2.30pm |
| 06/12/2022 | Online | 6.00pm - 6.30pm |
| 22/12/2022 | Online | 2.00pm - 2.30pm |
| 11/01/2023 | Online | 6.00pm - 6.30pm |
| 24/01/2023 | Online | 2.00pm - 2.30pm |
| 09/02/2023 | Online | 6.00pm - 6.30pm |
| 22/02/2023 | Online | 2.00pm - 2.30pm |
| 07/03/2023 | Online | 6.00pm - 6.30pm |
| 23/03/2023 | 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.

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|------------|--------|-----------------|
| 03/10/2022 | Online | 6.00pm - 8.00pm |
| 07/11/2022 | Online | 6.00pm - 8.00pm |
| 05/12/2022 | Online | 6.00pm - 8.00pm |
| 09/01/2023 | Online | 6.00pm - 8.00pm |
| 06/02/2023 | Online | 6.00pm - 8.00pm |
| 06/03/2023 | 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. Find out about what record keeping you need to carry out and understand the tax return cycle, payments to HMRC and possible penalties.

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|------------|--------|-------------------|
| 20/10/2022 | Online | 09.30am - 11.00am |
| 29/11/2022 | Online | 09.30am - 11.00am |
| 13/12/2022 | Online | 09.30am - 11.00am |
| 17/01/2023 | Online | 09.30am - 11.00am |
| 23/02/2023 | Online | 09.30am - 11.00am |
| 29/03/2023 | Online | 09.30am - 11.00am |

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.

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|------------|--------|-------------------|
| 25/10/2022 | Online | 09.30am - 11.00am |
| 16/11/2022 | Online | 09.30am - 11.00am |
| 20/12/2022 | Online | 09.30am - 11.00am |
| 26/01/2023 | Online | 09.30am - 11.00am |
| 22/02/2023 | Online | 09.30am - 11.00am |
| 21/03/2023 | Online | 09.30am - 11.00am |

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.

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|------------|--------|-------------------|
| 03/10/2022 | Online | 09.30am - 11.30am |
| 07/11/2022 | Online | 09.30am - 11.30am |
| 05/12/2022 | Online | 09.30am - 11.30am |
| 09/01/2023 | Online | 09.30am - 11.30am |
| 06/02/2023 | Online | 09.30am - 11.30am |
| 06/03/2023 | 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.

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|------------|--------|-------------------|
| 14/11/2022 | Online | 09.30am - 11.30am |
| 16/01/2023 | Online | 09.30am - 11.30am |
| 13/03/2023 | 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.

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|------------|--------|-------------------|
| 21/11/2022 | Online | 09.30am - 11.30am |
| 23/01/2023 | Online | 09.30am - 11.30am |
| 20/03/2023 | 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.

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|------------|--------|-------------------|
| 28/11/2022 | Online | 09.30am - 11.30am |
| 30/01/2023 | Online | 09.30am - 11.30am |
| 27/03/2023 | 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.

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|------------|--------|-------------------|
| 06/12/2022 | Online | 09.30am - 11.30am |
| 22/03/2023 | 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.

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| 07/12/2022 | Online | 09.30am - 11.30am |
| 15/03/2023 | 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.

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|------------|--------|-------------------|
| 24/11/2022 | Online | 09.30am - 11.30am |
| 28/02/2023 | 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.

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|------------|--------|-------------------|
| 05/10/2022 | Online | 09.30am - 11.30am |
| 14/12/2022 | Online | 09.30am - 11.30am |
| 09/02/2023 | Online | 09.30am - 11.30am |

SEVEN 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.

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|------------|--------|-------------------|
| 10/11/2022 | 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.

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| 15/11/2022 | Online | 09.30am - 11.30am |
| 18/01/2023 | Online | 09.30am - 11.30am |
| 08/03/2023 | Online | 09.30am - 11.30am |

MAKING KEYWORDS WORK FOR YOUR WEBSITE

This workshop will cover how keywords work, what are keywords and where and how to use them. We will discuss the 4 types of keywords.

Part of the SEO process is using keywords: words and phrases that describe what your content is about.

Google uses that information to determine which content is relevant to a particular search query, and how the page should rank in searches for a particular term.

Find out how to approach keyword research and where to apply these keywords within your website.

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| 22/11/2022 | Online | 09.30am - 11.30am |
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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!

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| 09/11/2022 | Online | 09.30am - 11.30am |
| 24/01/2023 | Online | 09.30am - 11.30am |

MANAGING YOUR ONLINE REPUTATION

This workshop is ideal for business owners or marketers concerned about managing their online reputation and who want to learn how best to respond to online comments.

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| 23/11/2022 | Online | 09.30am - 11.30am |
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TRIPADVISOR MARKETING AND ONLINE REVIEW MANAGEMENT

This workshop will help you get started with TripAdvisor or optimise your existing listing, review both free and paid tools offered by the platform and highlight ways to encourage more reviews. It will also explore other online review platforms.

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|------------|--------|-------------------|
| 27/10/2022 | Online | 09.30am - 11.30am |
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WANT TO WIN PUBLIC SECTOR CONTRACTS?

- FREE tender training
- Tendering process support
- FREE Webinars

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

businessgatewayfife.com/sdp

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.

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|------------|--------|-------------------|
| 11/10/2022 | Online | 09.30am - 11.30am |
| 08/12/2022 | Online | 09.30am - 11.30am |
| 08/02/2023 | 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.

| | | |
|------------|--------|-------------------|
| 26/10/2022 | Online | 09.30am - 11.30am |
| 15/12/2022 | Online | 09.30am - 11.30am |
| 21/02/2023 | 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.

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| 13/10/2022 | Online | 09.30am - 11.30am |
| 11/01/2023 | 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.

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| 17/11/2022 | Online | 09.30am - 11.30am |
| 14/02/2023 | Online | 09.30am - 11.30am |

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Whether it's affordable office space to get you out from your spare room, a quiet space to focus on productivity or a professional meeting room to meet with clients, we are here to help.

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Above the RBS at the Kingdom Centre



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www.investfife.co.uk/enterprise-hub

New Webinars

HOW YOUR TEAM CAN BE THE KEY TO PROMOTING YOUR BUSINESS

Is promoting your business the last thing on your to-do list? Would you like to learn how your team can become your greatest PR assets? This workshop/webinar shows you how staff can use their skills and interests in social media, photography, community liaison and much more to become your best business ambassadors.

19/01/2023 Online 09.30am - 11.30am

DEVELOPING MANAGEMENT SYSTEMS (INCLUDING ISO CERTIFICATION & APPROVAL SCHEMES)

What is a management system and development of management systems to benefit and improve business operations?

Certification and approval schemes including the main ISO management system standards; ISO 9001, ISO 14001, ISO 45001, ISO 27001 & ISO 22301.

Setting up Integrated management systems including Quality, Environmental, Health and Safety, Information Security and Business Continuity.

14/03/2023 Online 09.30am - 11.30am

FINANCIALLY MANAGING GROWTH

As many businesses grow the owner or original partners have used the same financial management systems and tools as they were doing when they started out meaning that although the business grows they have outgrown their financial management governance and controls. If the financial management is not developed to meet the aspirations of the business the risk to poor cash management, inefficient asset management, reduced profitability and poor reporting of financial results are the outcomes. The aim of the session is to provide the business owner with the understanding of how to change the financial process and management to deliver improved cash flow and profit.

As a result of this session, delegates will be able to:

- 1 Improve decision making which affects financial performance
- 2 Have better cash flow management
- 3 Using financial management to increase revenues and profits
- 4 Develop better budgets and deliver more accurate forecasting and costing
- 5 Improving reporting and financial communication
- 6 Identifying financial risks and issues

12/10/2022 Online 09.30am - 11.30am

DEVELOPING A SHORT TERM CASH FLOW

Many people would like to start their own business but need to forecast their planned cash situation. Using a cash flow template the aim of the session is to provide a structured approach to developing a robust cash flow to ensure that the person is aware of what their cash position will be.

As a result of this session, delegates will be able to:

- 1 Understand what they need to think about regarding the cash flow in a business
- 2 Appreciate the timing of money
- 3 Develop a cash flow forecast for their business

15/02/2023 Online 09.30am - 11.30am

LEADING FROM THE INSIDE - STRATEGY FOR BUSINESS LEADERS

This interactive webinar is designed to be useful to business leaders at all levels and at all scales. Whether you are a sole proprietor or a rising star in a huge organisation, this module will be of benefit to you in helping your organisation grow responsibly. "Strategy on its own is never enough – there is always a knowing-doing gap to be bridged. Leadership on its own is never enough – there has to be a purpose aligned to strategy".

- How many definitions of Leadership are there, and which one is most likely to work for you?
- The importance of engaging Stakeholders in strategy making
- The difference between Leadership traits and Leadership skills
- Leadership Values and Ethics
- Leadership and Followership
- Leadership and Creativity
- Turning bad ideas into good ideas

Delivered by a training team with practical leadership experience both in uniform and in the corporate arena. Duration 2 hours with group participation in active learning.

19/10/2022 Online 09.30am - 11.30am

CREATE YOUR BUSINESS PLAN - STEP-BY-STEP GUIDE

This is a practical hands-on webinar where you will find out about:

- Why the plan is important for your business
- Business plan examples
- Key contents of a business plan
- Forecasting your finances.

There will also be information on additional services from Business Gateway and details of other webinars which may prove useful.

01/11/2022 Online 09.30am - 11.30am

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)



Employing People

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



Funding

Helping you access finance, including grants and loans up to £250k, to:

- Start trading
- Drive business expansion
- Upskill your workforce
- Access new markets

Call: 01592 858333

Email: success@bgfife.co.uk

Visit: www.businessgatewayfife.com



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