



Business Training Programme

January – March 2019

Free Courses & Workshops Covering 30 Subjects

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

Training Workshops January - March 2019

Regardless of whether you are a start-up business or an established business, Business Gateway Fife offers a programme of free courses & workshops covering 30 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

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.

8 Jan	6.00pm - 7.00pm	Halbeath
24 Jan	6.00pm - 7.00pm	Glenrothes
6 Feb	6.00pm - 7.00pm	Halbeath
20 Feb	6.00pm - 7.00pm	Glenrothes
28 Feb	6.00pm - 7.00pm	Halbeath
12 Mar	6.00pm - 7.00pm	Glenrothes
28 Mar	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.

14 Jan	6.00pm-9.00pm	Glenrothes
18 Feb	6.00pm-9.00pm	Halbeath
18 Mar	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.

19 Feb	6.00pm-9.00pm	Halbeath
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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.

29 Jan	9.30am-12.30pm	Dunfermline
13 Feb	9.30am-12.30pm	Glenrothes
27 Mar	9.30am-12.30pm	Dunfermline

Planning to start your own business?

Take the first step to getting FREE one-to-one advice from Business Gateway Fife by simply visiting

www.businessgatewayfife.com/start/planning-start



Leadership Masterclasses

12 month programme which involves 4 workshops. BG Fife is co-ordinating the delivery of Women's Enterprise Scotland's Leadership Masterclasses on behalf of Fife Council Economic Development. The Lead With WES programme is designed specifically for Fife women business owners wishing to lead their business through growth to become sustainable.

1 OF 4: VISION & WHAT THAT MEANS FOR YOUR BUSINESS

The first session will allow participants to build their vision of what growth and success looks like for them in the context of their business and their life. We will enable the businesswomen to set growth goals and articulate their visions.

3 Dec 2018 10.00am-4.00pm Enterprise Hub Fife, Glenrothes

2 OF 4: LEADERSHIP AND MOTIVATING OTHERS

Whether you have a large team or are a sole trader, we'll look at leadership styles and communication skills to enable you to communicate assertively and with confidence. We'll work with you to create your own personal development plan to build your confidence in leadership.

29 Jan 2019 10.00am-4.00pm Enterprise Hub Fife, Glenrothes

3 OF 4: MANAGING CHANGE

Drawing on research from the fields of management, neuroscience and psychology, we'll look at how to manage change effectively.

12 Mar 2019 10.00am-4.00pm Enterprise Hub Fife, Glenrothes

4 OF 4: LEADING FOR SUCCESS

We'll help you put all of the knowledge and skills from earlier sessions together to develop your own action plan for growth.

23 April 2019 10.00am-4.00pm Enterprise Hub Fife, Glenrothes

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.

15 Jan	9.30am-12.30pm	Glenrothes
27 Feb	9.30am-12.30pm	Dunfermline
25 Mar	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.

9 Jan	9.30am-12.30pm	Glenrothes
11 Feb	9.30am-12.30pm	Dunfermline
5 Mar	9.30am-12.30pm	Glenrothes

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.

24 Jan	9.30am-12.30pm	Glenrothes
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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.

7 Jan	9.30am-12.30pm	Dunfermline
4 Mar	9.30am-12.30pm	Glenrothes

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.

14 Jan	9.30am-12.30pm	Dunfermline
11 Mar	9.30am-12.30pm	Glenrothes

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.

21 Jan	9.30am-12.30pm	Dunfermline
18 Mar	9.30am-12.30pm	Glenrothes

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.

28 Feb	9.30am-12.30pm	Glenrothes
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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.

8 Jan	9.30am-12.30pm	Glenrothes
4 Mar	9.30am-12.30pm	Dunfermline

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.

28 Jan	9.30am-12.30pm	Glenrothes
26 Mar	9.30am-12.30pm	Dunfermline

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.

12 Feb	9.30am-12.30pm	Glenrothes
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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.

7 Feb	9.30am-12.30pm	Glenrothes
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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.

27 Mar	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.

21 Mar	9.30am-12.30pm	Glenrothes
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To find out what finance & fundraising your business may be eligible for contact us
www.businessgatewayfife.com/finance

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 Feb 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.

26 Feb 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.

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

22 Jan 9.30am-12.30pm Glenrothes

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

More events at Enterprise Hub Start Up Club

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.

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.

11 Feb 09.30am-12.30pm Enterprise Hub 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.

26 Feb 09.30am-12.30pm Enterprise Hub Glenrothes

DIGITAL MARKETING STRATEGY

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

24 Jan 09.30am-12.30pm Enterprise Hub Glenrothes

VIDEO PRODUCTION FOR SOCIAL MEDIA

Video content is a powerful way to engage with your audience, and help people find your brand / website. Learn how to create a short and effective video without pain or expense and discover which platforms are available to let you share your video.

8 Jan 09.30am-12.30pm Enterprise Hub Glenrothes
6 Mar 09.30am-12.30pm Enterprise Hub Glenrothes

PINTEREST, INSTAGRAM AND PHOTOGRAPHY FOR BUSINESS

Gain commercial benefit from the use of Pinterest and Instagram, by learning the types of audience each platform attracts and by maximising the impact of your posts by considering the factors and analytics, such as cost and timing of posting images.

17 Jan 09.30am-12.30pm Enterprise Hub Glenrothes
14 Mar 09.30am-12.30pm Enterprise Hub 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.

7 Feb 09.30am-12.30pm Enterprise Hub Glenrothes

Give your business a
DigitalBoost today with our
online healthcheck

www.bgateway.com/digitalboost



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.



Business Information

Free business information service:

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

Funding

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

- Business Loans Scotland
- Digital Support
- Prince's Trust

Business Surgeries

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

- Innovation Support
- Finance
- Legal (Business and Property)



Expert Help

Consultancy support to get your key project going:

- Marketing
- Sales
- HR
- Finance
- eBusiness



Employing People

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



Event Venues

SALTIRE HOUSE

Pentland Park
Glenrothes
KY6 2AL

ENTERPRISE HUB FIFE

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



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