



# Business Training Programme

## October – December 2018

Free Courses & Workshops Covering 28 Subjects

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

# Training Workshops October - December 2018

Regardless of whether you are a start-up business or an established business, Business Gateway Fife offers a programme of free courses & workshops covering 28 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.

9 Oct	6.00pm - 7.00pm	Halbeath
23 Oct	6.00pm - 7.00pm	Glenrothes
30 Oct	6.00pm - 7.00pm	Halbeath
15 Nov	6.00pm - 7.00pm	Glenrothes
29 Nov	6.00pm - 7.00pm	Halbeath
4 Dec	6.00pm - 7.00pm	Glenrothes
12 Dec	6.00pm - 7.00pm	Halbeath
19 Dec	6.00pm - 7.00pm	Glenrothes

## 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.

15 Oct	6.00pm-9.00pm	Halbeath
19 Nov	6.00pm-9.00pm	Glenrothes
10 Dec	6.00pm-9.00pm	Halbeath

### 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.

14 Nov	6.00pm-9.00pm	Glenrothes
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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.

16 Oct	9.30am-12.30pm	Glenrothes
27 Nov	9.30am-12.30pm	Dunfermline
12 Dec	9.30am-12.30pm	Glenrothes

# 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](http://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.

24 Oct 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.

3 Dec 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.

Dates to be confirmed early 2019

### 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.

Dates to be confirmed early 2019

## 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.

30 Oct	9.30am-12.30pm	Dunfermline
26 Nov	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.

15 Oct	9.30am-12.30pm	Dunfermline
13 Nov	9.30am-12.30pm	Glenrothes
10 Dec	9.30am-12.30pm	Dunfermline



To find out what finance & fundraising your business may be eligible for contact us [www.businessgatewayfife.com/finance](http://www.businessgatewayfife.com/finance)

## 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.

5 Nov	9.30am-12.30pm	Glenrothes
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#### 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.

12 Nov	9.30am-12.30pm	Glenrothes
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#### 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.

19 Nov	9.30am-12.30pm	Glenrothes
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#### 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.

22 Nov	9.30am-12.30pm	Dunfermline
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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.

5 Nov 9.30am-12.30pm Dunfermline

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### 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.

19 Nov 9.30am-12.30pm Dunfermline

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### 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.

14 Nov 9.30am-12.30pm Dunfermline

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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.

3 Oct 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.

7 Nov 9.30am-12.30pm Glenrothes

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## 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.

1 Oct 9.30am-12.30pm Dunfermline  
3 Dec 9.30am-12.30pm Glenrothes

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### 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.

22 Oct 9.30am-12.30pm Dunfermline  
11 Dec 9.30am-12.30pm Glenrothes

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### 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.

21 Nov 9.30am-12.30pm Dunfermline

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### 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.

17 Oct 9.30am-12.30pm Dunfermline

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# 30 HOURS HOTDESKING

# FOR £30

To find out more enquire within  
or call 0800 254 5200



#### 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.

18 Oct 9.30am-12.30pm Enterprise Hub, Glenrothes

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### DIGITAL MARKETING STRATEGY

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

10 Oct 9.30am-12.30pm Enterprise Hub, Glenrothes

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### CLOUD FOR BUSINESS ESSENTIALS

Real-world examples will help you understand different cloud-based platforms. You will be able to identify which platforms suit your business, and how their scalability could complement your future growth.

23 Oct 9.30am-12.30pm Enterprise Hub, Glenrothes

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### ECOMMERCE FOR BUSINESS

Whether you are setting up a new online business, or increasing the efficiency of an existing one, the key to improving your eCommerce business is measuring its effectiveness - you can then take steps to optimise its performance.

28 Nov 9.30am-12.30pm Enterprise Hub, Glenrothes

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### 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.

14 Nov 9.30am-12.30pm Enterprise Hub, Glenrothes

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Give your business a DigitalBoost today with our online healthcheck [www.bgateway.com/digitalboost](http://www.bgateway.com/digitalboost)

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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.



### 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](mailto:success@bgfife.co.uk)

Visit: [www.businessgatewayfife.com](http://www.businessgatewayfife.com)



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