



Business Training Programme

April - September 2018

Free Courses & Workshops Covering 46 Subjects

- ▶ Marketing Your Business
- ▶ Leadership Skills
- ▶ Website Management
- ▶ Google Analytics
- ▶ Facebook Analytics
- ▶ Social Media Skills
- ▶ Sales Management
- ▶ Financial Controls
- ▶ Be Your Own Boss
- ▶ SEO Management

Training Workshops

April - September 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 46 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.

3 Apr	6.00pm - 7.00pm	Glenrothes
18 Apr	6.00pm - 7.00pm	Halbeath
25 Apr	6.00pm - 7.00pm	Glenrothes
8 May	6.00pm - 7.00pm	Halbeath
24 May	6.00pm - 7.00pm	Glenrothes
5 Jun	6.00pm - 7.00pm	Halbeath
20 Jun	6.00pm - 7.00pm	Glenrothes
28 Jun	6.00pm - 7.00pm	Halbeath
12 Jul	6.00pm - 7.00pm	Glenrothes
26 Jul	6.00pm - 7.00pm	Halbeath
7 Aug	6.00pm - 7.00pm	Glenrothes
15 Aug	6.00pm - 7.00pm	Halbeath
22 Aug	6.00pm - 7.00pm	Glenrothes
4 Sep	6.00pm - 7.00pm	Halbeath
20 Sep	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.

3 Apr	6.00pm - 9.00pm	Halbeath
14 May	6.00pm - 9.00pm	Glenrothes
4 Jun	6.00pm - 9.00pm	Halbeath
16 Jul	6.00pm - 9.00pm	Glenrothes
6 Aug	6.00pm - 9.00pm	Halbeath
17 Sep	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.

15 May	6.00pm - 9.00pm	Glenrothes
16 Aug	6.00pm - 9.00pm	Halbeath

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.

25 Apr	9.30am - 12.30pm	Glenrothes
29 May	9.30am - 12.30pm	Dunfermline
21 Jun	9.30am - 12.30pm	Glenrothes
31 Jul	9.30am - 12.30pm	Dunfermline
21 Aug	9.30am - 12.30pm	Glenrothes
25 Sep	9.30am - 12.30pm	Dunfermline



THINKING ABOUT...

Becoming SELF EMPLOYED? Starting your own BUSINESS?



Discover how to make it a reality at one of our Be Your Own Boss Events

METHIL

21 May 1.30pm - 3.30pm Fife Renewable Centre, Methil

GLENROTHES

28 May 6.00pm - 8.00pm Saltire House, Glenrothes

23 Jul 6.00pm - 8.00pm Saltire House, Glenrothes

LOCHGELLY

10 Jul 1.30pm - 3.30pm Lochgelly Centre

ST ANDREWS

10 Sep 1.30pm - 3.30pm BID St Andrews

KIRKCALDY

24 Sep 6.00pm - 8.00pm Templehall Community Centre

Leadership Masterclasses

This series of 4 Leadership Masterclasses is designed specifically for Fife business owners, managers and leaders to assist with personal development as well as supporting the development of your business.

LEADERSHIP FOR GROWTH

Offers an introduction to entrepreneurial leadership and managing in competitive complex economic landscapes.

18 Apr 10.00am-2.00pm Enterprise Hub, Glenrothes

ENCOURAGING AND MANAGING INNOVATION

An introduction to what it means to be an innovative organisation and how to realise and commercialise innovative ideas within your business

23 May 10.00am-2.00pm Enterprise Hub, Glenrothes

MOTIVATING AND MANAGING PERFORMANCE

To help through periods of change and growth, learn the skills and knowledge to enthuse and motivate staff both informally and formally.

20 Jun 10.00am-2.00pm Enterprise Hub, Glenrothes

SALES NEGOTIATION

Discover the proven tools and techniques to successfully handle negotiations and how to handle objections using current tools.

18 Jul 10.00am-2.00pm Enterprise Hub, 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.

24 Apr	9.30am -12.30pm	Dunfermline
22 May	9.30am -12.30pm	Glenrothes
26 Jun	9.30am -12.30pm	Dunfermline
17 Jul	9.30am -12.30pm	Glenrothes
28 Aug	9.30am -12.30pm	Dunfermline
19 Sep	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 Apr	9.30am - 12.30pm	Dunfermline
8 May	9.30am - 12.30pm	Glenrothes
14 Jun	9.30am - 12.30pm	Dunfermline
3 Jul	9.30am - 12.30pm	Glenrothes
13 Aug	9.30am - 12.30pm	Dunfermline
11 Sep	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.

3 May	9.30am - 12.30pm	Glenrothes
27 Sep	9.30am - 12.30pm	Glenrothes

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 May	9.30am - 12.30pm	Dunfermline
2 Jul	9.30am - 12.30pm	Glenrothes
10 Sep	9.30am - 12.30pm	Dunfermline

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 May	9.30am - 12.30pm	Dunfermline
9 Jul	9.30am - 12.30pm	Glenrothes
17 Sep	9.30am - 12.30pm	Dunfermline

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 May	9.30am - 12.30pm	Dunfermline
16 Jul	9.30am - 12.30pm	Glenrothes
24 Sep	9.30am - 12.30pm	Dunfermline

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.

31 May	9.30am - 12.30pm	Dunfermline
16 Aug	9.30am - 12.30pm	Glenrothes

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.

1 May	9.30am - 12.30pm	Glenrothes
2 Jul	9.30am - 12.30pm	Dunfermline
10 Sep	9.30am - 12.30pm	Glenrothes

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.

15 May	9.30am - 12.30pm	Glenrothes
16 Jul	9.30am - 12.30pm	Dunfermline
25 Sep	9.30am - 12.30pm	Glenrothes

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.

10 May	9.30am - 12.30pm	Dunfermline
7 Aug	9.30am - 12.30pm	Glenrothes

BEGINNERS GUIDE TO GOOGLE ANALYTICS

A beginners guide to Google analytics, understanding who is visiting your site, where they are visiting your site from and how they are interacting with your site.

4 Apr	9.30am - 12.30pm	Glenrothes
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THE FIVE MOST IMPORTANT ASPECTS OF ANALYTICS

Google analytics, The five most important segments that can help you understand your audience and help grow your business.

2 May	9.30am - 12.30pm	Glenrothes
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GOOGLE ANALYTICS TRACKING & GOALS

How to track form sign ups, button clicks, understand site visitor flow and create goals in Google analytics.

6 Jun	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.

5 Jun	9.30am - 12.30pm	Dunfermline
12 Sep	9.30am - 12.30pm	Glenrothes

INTRODUCTION TO AFFILIATE MARKETING

In this introductory workshop delegates will learn how to use affiliate marketing to generate an additional source of income for their businesses. They will also learn the basics of how to go about setting up their own affiliate programme so others can promote their products or services. Affiliate marketing is the practice of ethically recommending and promoting the products or services of another business, in return for a commission payment.

12 Jun	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.

11 Apr	9.30am - 12.30pm	Dunfermline
13 Jun	9.30am - 12.30pm	Glenrothes
15 Aug	9.30am - 12.30pm	Dunfermline

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.

23 May	9.30am - 12.30pm	Dunfermline
11 Jul	9.30am - 12.30pm	Glenrothes
12 Sep	9.30am - 12.30pm	Dunfermline

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.

3 Apr	9.30am - 12.30pm	Glenrothes
4 Jun	9.30am - 12.30pm	Dunfermline
1 Aug	9.30am - 12.30pm	Glenrothes

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.

24 Apr	9.30am - 12.30pm	Glenrothes
25 Jun	9.30am - 12.30pm	Dunfermline
13 Aug	9.30am - 12.30pm	Glenrothes

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.

8 May	9.30am - 12.30pm	Dunfermline
23 Aug	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. Using real, publicly available data we show how businesses can sharpen up their strategy and also keep an eye on their competitors. A free in-depth Facebook and Twitter report on your business is available to those attending the session.

25 Apr	9.30am - 12.30pm	Dunfermline
18 Jul	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.

DIGITAL MARKETING STRATEGY

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

11 Apr 9.30am-12.30pm Enterprise Hub, Glenrothes

ECOMMERCE FOR BUSINESS

Decide how best to sell your product(s) online. Understand the pros and cons of various channels and how to measure the effectiveness of an eCommerce presence.

12 Apr 9.30am - 12.30pm Enterprise Hub, Glenrothes

TWITTER & HOOTSUITE

A workshop for businesses that already use Twitter as part of their digital marketing strategy, and wish to produce more engaging content, reach a wider audience and measure the effectiveness.

26 Apr 9.30am - 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.

17 May 9.30am - 12.30pm Enterprise Hub, Glenrothes

PAID FOR ADVERTISING

Ideal for those who have experience of paid advertising and have a digital marketing strategy in place, but wish to increase effectiveness to attract and retain customers.

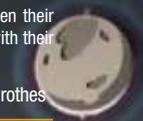
22 May 9.30am - 12.30pm Enterprise Hub, Glenrothes

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.

30 May 9.30am - 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

DIGITALBOOST

power up your business

Help your business get a digital advantage.

- Online health checks
- workshops
- 1-2-1 Advice
- online tutorials and information guides



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



EUROPE & SCOTLAND
European Regional Development Fund
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