



Business Training Programme

April - September 2020

Free Courses & Workshops Covering:

- ▶ Marketing Your Business
- ▶ Leadership Skills
- ▶ 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 Workshops April - September 2020

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

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.

08/04/2020	Enterprise Hub Fife, Glenrothes	6.00pm-7.00pm
21/04/2020	Holiday Inn, Halbeath	2.00pm-3.00pm
07/05/2020	Enterprise Hub Fife, Glenrothes	2.00pm-3.00pm
20/05/2020	Holiday Inn, Halbeath	6.00pm-7.00pm
09/06/2020	Enterprise Hub Fife, Glenrothes	6.00pm-7.00pm
24/06/2020	Holiday Inn, Halbeath	2.00pm-3.00pm
15/07/2020	Enterprise Hub Fife, Glenrothes	2.00pm-3.00pm
28/07/2020	Holiday Inn, Halbeath	6.00pm-7.00pm
13/08/2020	Enterprise Hub Fife, Glenrothes	6.00pm-7.00pm
27/08/2020	Holiday Inn, Halbeath	2.00pm-3.00pm
15/09/2020	Enterprise Hub Fife, Glenrothes	2.00pm-3.00pm
29/09/2020	Holiday Inn, Halbeath	6.00pm-7.00pm

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.

21/04/2020	Holiday Inn, Halbeath	6.00pm-9.00pm
11/05/2020	Saltire House, Glenrothes	6.00pm-9.00pm
01/06/2020	Holiday Inn, Halbeath	6.00pm-9.00pm
06/07/2020	Saltire House, Glenrothes	6.00pm-9.00pm
10/08/2020	Holiday Inn, Halbeath	6.00pm-9.00pm
07/09/2020	Saltire House, Glenrothes	6.00pm-9.00pm

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.

27/04/2020	Saltire House, Glenrothes	09.30am-12.30pm
27/05/2020	Dunfermline Business Centre	09.30am-12.30pm
25/06/2020	Saltire House, Glenrothes	09.30am-12.30pm
29/07/2020	Dunfermline Business Centre	09.30am-12.30pm
24/08/2020	Saltire House, Glenrothes	09.30am-12.30pm
29/09/2020	Dunfermline Business Centre	09.30am-12.30pm

WANT TO ACCESS NEW MARKETS?

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

For more information on all of our events and to book online visit

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/lets-start

Leadership Masterclasses

The Leadership Masterclass series of workshops is designed specifically for Fife female business owners wishing to lead their business through growth to become sustainable. The programme aims to help businesswomen increase their confidence in leadership by enabling them to strategically analyse their business against their vision for the future by helping them to develop, implement and evaluate strategies to grow their business using models and tools.

VISION & WHAT THAT MEANS FOR YOUR BUSINESS

This 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.

04/06/2020 Enterprise Hub Fife, Glenrothes 10.00am-4.00pm

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.

27/08/2020 Enterprise Hub Fife, Glenrothes 10.00am-4.00pm

MANAGING CHANGE

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

27/10/2020 Enterprise Hub Fife, Glenrothes 10.00am-4.00pm

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.

10/12/2020 Enterprise Hub Fife, Glenrothes 10.00am-4.00pm



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.

22/04/2020	Dunfermline Business Centre	09.30am-12.30pm
20/05/2020	Saltire House, Glenrothes	09.30am-12.30pm
24/06/2020	Dunfermline Business Centre	09.30am-12.30pm
14/07/2020	Saltire House, Glenrothes	09.30am-12.30pm
18/08/2020	Dunfermline Business Centre	09.30am-12.30pm
21/09/2020	Saltire House, Glenrothes	09.30am-12.30pm

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.

06/04/2020	Dunfermline Business Centre	09.30am-12.30pm
12/05/2020	Saltire House, Glenrothes	09.30am-12.30pm
15/06/2020	Dunfermline Business Centre	09.30am-12.30pm
07/07/2020	Saltire House, Glenrothes	09.30am-12.30pm
10/08/2020	Dunfermline Business Centre	09.30am-12.30pm
08/09/2020	Saltire House, Glenrothes	09.30am-12.30pm



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

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.

11/05/2020	Dunfermline Business Centre	09.30am-12.30pm
13/07/2020	Saltire House, Glenrothes	09.30am-12.30pm
07/09/2020	Dunfermline Business Centre	09.30am-12.30pm

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.

18/05/2020	Dunfermline Business Centre	09.30am-12.30pm
20/07/2020	Saltire House, Glenrothes	09.30am-12.30pm
14/09/2020	Dunfermline Business Centre	09.30am-12.30pm

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.

25/05/2020	Dunfermline Business Centre	09.30am-12.30pm
27/07/2020	Saltire House, Glenrothes	09.30am-12.30pm
21/09/2020	Dunfermline Business Centre	09.30am-12.30pm

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.

03/06/2020	Saltire House, Glenrothes	09.30am-12.30pm
16/09/2020	Dunfermline Business Centre	09.30am-12.30pm

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.

23/06/2020	Saltire House, Glenrothes	09.30am-12.30pm
30/09/2020	Dunfermline Business Centre	09.30am-12.30pm

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.

21/04/2020	Dunfermline Business Centre	09.30am-12.30pm
26/08/2020	Saltire House, Glenrothes	09.30am-12.30pm

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.

07/04/2020	Dunfermline Business Centre	09.30am-12.30pm
11/06/2020	Saltire House, Glenrothes	09.30am-12.30pm
04/08/2020	Dunfermline Business Centre	09.30am-12.30pm

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.

12/05/2020	Dunfermline Business Centre	09.30am-12.30pm
08/07/2020	Saltire House, Glenrothes	09.30am-12.30pm
22/09/2020	Dunfermline Business Centre	09.30am-12.30pm



Supplier Development Programme

Helping You Bid Better

- FREE tender training
- Tendering process support
- FREE Webinars

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

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.

14/04/2020	Saltire House, Glenrothes	09.30am-12.30pm
09/06/2020	Dunfermline Business Centre	09.30am-12.30pm
19/08/2020	Saltire House, Glenrothes	09.30am-12.30pm

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.

29/04/2020	Saltire House, Glenrothes	09.30am-12.30pm
17/06/2020	Dunfermline Business Centre	09.30am-12.30pm
25/08/2020	Saltire House, Glenrothes	09.30am-12.30pm

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.

08/04/2020	Dunfermline Business Centre	09.30am-12.30pm
01/07/2020	Saltire House, Glenrothes	09.30am-12.30pm

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.

06/05/2020	Dunfermline Business Centre	09.30am-12.30pm
06/08/2020	Saltire House, Glenrothes	09.30am-12.30pm

enterprise**hub**fife

A new way of
working . . .

Are You Looking to Grow Your Business?

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. We also have experienced business advisers on hand to discuss your plans and ideas.

To find out more and to see what we have to offer call us now on **0800 254 5200**

Above the RBS at the Kingdom Centre



- ▶ **Offices**
Affordable Office Space for Growing Businesses
- ▶ **Hot Desking**
Be More Productive with Flexible Work Space
- ▶ **Meeting Rooms**
Private, Professional and Affordable Meeting Rooms
- ▶ **Podcasting Hub - (NEW)**
Record Your Podcast in Our Podcasting Hub

First Floor, 1 Falkland Gate, Glenrothes KY7 5NS

T: 0800 254 5200 | E: enquiries@enterprisehubfife.co.uk | www.enterprisehubfife.co.uk

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.

24/06/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

DIGITAL MARKETING STRATEGY

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

28/07/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

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.

23/07/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

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.

20/08/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

Give your business a
DIGITALBOOST

today with our
online healthcheck

www.bgateway.com/digitalboost

HOOTSUITE & TWITTER FOR BUSINESS

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.

05/05/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

WHAT TO THINK ABOUT WHEN CREATING A WEBSITE

Do you want to set up a website for your business but don't know where to start? This workshop will guide you from the very beginning. Including whether you should build your website yourself.

26/05/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

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.

12/08/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

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.

29/09/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm

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.

22/04/2020 Enterprise Hub Fife, Glenrothes 09.30am-12.30pm



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:

- Innovation Support
- 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 £100k, to:

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

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

