

People Management/Specialist Events

Becoming An Employer

Aimed at anyone who is looking to employ staff for the first time

You will be guided through the process of employing staff, from writing job descriptions, setting the salary, the recruitment process, inductions, monitoring staff performance and your legal liabilities.

Wed 21st Jan Saltire House, Glenrothes 9.30am to 12.30pm

Getting the Most out of your People

Aimed at businesses who have employees

As a result of this workshop, delegates will be able to:- identify any weaknesses/gaps with regards to recruitment and induction, retention strategies and staff development. Identify opportunities for accelerating growth through people development. Understand the potential costs and benefits to your company associated to staff development and understand where to access further assistance.

Tues 11th Nov Saltire House, Glenrothes 1.30pm to 4.30pm
Wed 11th March Saltire House, Glenrothes 9.30am to 12.30pm

Intellectual Property - The Essentials for Business Success

Pre-start, start-up or existing business

You could potentially save £1000s 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.

Thurs 20th Nov Saltire House, Glenrothes 9.30am to 12.30pm
Thurs 22nd Jan Saltire House, Glenrothes 9.30am to 12.30pm
Thurs 19th Mar Saltire House, Glenrothes 9.30am to 12.30pm

An Introduction to Project Management

Start-Up or Existing Business

This session introduces attendees to the key skills involved in project management, how to plan a project and the key elements involved. The importance of assigning and delegating tasks, monitoring and measuring, key project terminology and defining objectives.

Mon 10th Nov Saltire House, Glenrothes 2.00pm to 5.00pm

An Introduction to Food Hygiene and Health & Safety

Pre-start, start-up or existing businesses

This session provides an introduction to health and safety and the basic requirements for a food business. It covers the topics listed below so your business can work more efficiently and avoid the potential human and financial costs of accidents and ill health caused at work.

Food Safety

Food business registration or approval and how to apply; Basic requirements (premises design, structure, training, etc.); Cross contamination guidance update; Food Safety Management Systems; New labelling requirements (including allergens); Zero waste regulations and Licensing issues (liquor, late hours catering, etc.)

Health and Safety

What is health and safety; What legislation applies and who does it apply to; How to write a policy statement; What is a risk assessment, who does it apply to and what should it cover?; Accident reporting and First aid.

Tues 11 Nov Saltire House, Glenrothes 10.00am to 12.30pm
Mon 2 Feb Saltire House, Glenrothes 10.00am to 12.30pm

Business Skills - Ecommerce Events

Get Real Results from your Website

Pre-start, start-up or existing business

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.

Wed 29th Oct Saltire House, Glenrothes 9.30am to 12.30pm
Wed 14th Jan Dunfermline Business Centre 10.00am to 1.00pm
Wed 18th Feb Saltire House, Glenrothes 9.30am to 12.30pm

Improve Your Search Engine Ranking

Pre-start, start-up or existing business

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.

Wed 5th Nov Saltire House, Glenrothes 9.30am to 12.30pm
Thurs 22nd Jan Dunfermline Business Centre 10.00am to 1.00pm
Wed 25th Feb Saltire House, Glenrothes 9.30am to 12.30pm

Trading Online

Pre-start, start-up or existing business

If you're planning to sell online then this course will help you decide how to go about getting an ecommerce website. In addition to the different options that are available we'll also look at the legal requirements for trading online.

Wed 12th Nov Saltire House, Glenrothes 1.30pm to 4.30pm
Thurs 29th Jan Dunfermline Business Centre 10.00am to 1.00pm
Wed 11th Mar Saltire House, Glenrothes 1.30pm to 4.30pm

Advertising With Social Media

Target audience – Start-up or existing businesses

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.

Fri 20 Feb Saltire House, Glenrothes 9.30am to 12.30pm

Social Media - Basic

For those with limited knowledge of social media but wish to find out how it can benefit their business.

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.

Tues 21st Oct Saltire House, Glenrothes 9.30am to 12.30pm
Thurs 8th Jan Dunfermline Business Centre 10.00am to 1.00pm
Wed 4th Mar Saltire House, Glenrothes 9.30am to 12.30pm

Social Media - Advanced

Aimed at those who regularly use social media but wish to use it more effectively in their business.

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.

Wed 26th Nov Saltire House, Glenrothes 9.30am to 12.30pm
Tues 10th Feb Dunfermline Business Centre 10.00am to 1.00pm
Wed 25th Mar Saltire House, Glenrothes 9.30am to 12.30pm

Wordpress

Aimed at those who already have a Wordpress site and would like to develop it further. It does not cover installation.

Wordpress is one of the most popular and flexible website frameworks around today. It's easy to update and search engines find it easy to index. This course will show you how you can easily change the look of your Wordpress site using templates and how you can expand the functionality of the site using plugins.

Wed 19th Nov Saltire House, Glenrothes 9.30am to 12.30pm
Thurs 5th Feb Dunfermline Business Centre 10.00am to 1.00pm
Wed 18th Mar Saltire House, Glenrothes 9.30am to 12.30pm

Make the Most of Email Marketing

Target audience – Start-up or existing businesses

With marketing budgets coming under increasing pressure, email marketing is becoming an even more attractive option for companies seeking to lower costs. This session shows marketers and those responsible for marketing their businesses how to use email-based communications to improve the return on investment for their organisations.

Tues 18 Nov Saltire House, Glenrothes 1.30pm to 4.30pm



Events Programme October 2014 - March 2015

Events Programme

October 2014 - March 2015

Is Self Employment for You?

Pre-start individuals. 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 can you access. In one hour you can find the answers to these questions and meet others who are in the same situation.

Thurs 2nd Oct	Dunfermline Business Centre	10.00am to 11.00am
Wed 8th Oct	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Wed 15th Oct	Saltire House, Glenrothes	6.00pm to 7.00pm
Wed 22nd Oct	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Mon 27th Oct	Saltire House, Glenrothes	2.00pm to 3.00pm
Wed 5th Nov	Saltire House, Glenrothes	6.00pm to 7.00pm
Wed 12th Nov	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Mon 17th Nov	Dunfermline Business Centre	2.00pm to 3.00pm
Tues 18th Nov	Saltire House, Glenrothes	6.00pm to 7.00pm
Wed 26th Nov	Saltire House, Glenrothes	2.00pm to 3.00pm
Wed 3rd Dec	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Mon 8th Dec	Saltire House, Glenrothes	2.00pm to 3.00pm
Wed 10th Dec	Saltire House, Glenrothes	6.00pm to 7.00pm
Thurs 8th Jan	Saltire House, Glenrothes	6.00pm to 7.00pm
Tues 13th Jan	Saltire House, Glenrothes	10.00am to 11.00am
Wed 14th Jan	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Tues 20th Jan	Dunfermline Business Centre	10.00am to 11.00am
Thurs 29th Jan	Saltire House, Glenrothes	6.00pm to 7.00pm
Wed 4th Feb	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Tues 10th Feb	Saltire House, Glenrothes	6.00pm to 7.00pm
Wed 11th Feb	Dunfermline Bus Centre	2.00pm to 3.00pm
Wed 18th Feb	Holiday Inn, Dunfermline	6.00pm to 7.00pm
Mon 23rd Feb	Saltire House, Glenrothes	2.00pm to 3.00pm
Mon 2nd Mar	Dunfermline Bus Centre	2.00pm to 3.00pm
Wed 11th Mar	Saltire House, Glenrothes	6.00pm to 7.00pm
Tues 17th Mar	Holiday Inn Dunfermline	6.00pm to 7.00pm
Tues 17th Mar	Saltire House, Glenrothes	10.00am to 11.00am
Thurs 26th Mar	Saltire House, Glenrothes	6.00pm to 7.00pm

How To Book

Call: 01592 858333

Email: success@bgfife.co.uk

or visit www.bgateway.com/events

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

Pre-start individuals or those looking to set up their business in the next few months.

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.

Tues 7th Oct	Saltire House, Glenrothes	6.00pm to 9.00pm
Wed 19th Nov	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Tues 16th Dec	Saltire House, Glenrothes	6.00pm to 9.00pm
Tues 13th Jan	Saltire House, Glenrothes	6.00pm to 9.00pm
Tues 17th Feb	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Wed 18th Mar	Saltire House, Glenrothes	6.00pm to 9.00pm

IT Workshop - What Your Business Will Need

Pre-start individuals or those looking to set up their business in the next few months.

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.

Thurs 27th Nov	Holiday Inn, Dunfermline	6.00pm to 9.00pm
Tues 20th Jan	Saltire House, Glenrothes	6.00pm to 9.00pm

How to Talk About Your Business

Target Audience – Pre-start, start-up or existing business

Every business should be clear about the service/product it offers to potential customers. Are you sure you are talking about your business in the best possible way to generate leads or sales? Everyone is pressed for time and you need to be able to talk about your business effectively to make sure potential customers understand what it is you do. This session looks at how you can improve your communication to describe your business and market it effectively.

Thurs 29th Jan	Saltire House, Glenrothes	09.30am to 12.30pm
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Business Skills - Finance Events

Newly Self-Employed - The Basics

Pre-start and those who have recently started trading.

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.

Tues 14 Oct	Dunfermline Business Centre	10.00am to 1.00pm
Fri 14 Nov	Saltire House, Glenrothes	9.30am to 12.30pm
Tues 10 Feb	Saltire House, Glenrothes	1.30pm to 4.30pm
Wed 18 Mar	Dunfermline Business Centre	10.00am to 1.00pm
Tues 24 Mar	Dunfermline Business Centre	10.00am to 1.00pm

Business Expenses & Capital Allowances

Aimed at those who have recently started their business.

Find out what are allowable business expenses and how to work out your tax allowances. How to recognise 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.

Thurs 16 Oct	Dunfermline Business Centre	10.00am to 1.00pm
Thurs 27 Nov	Saltire House, Glenrothes	9.30am to 12.30pm
Thurs 12 Feb	Saltire House, Glenrothes	9.30am to 12.30pm
Thurs 26 Mar	Dunfermline Business Centre	10.00am to 1.00pm
Mon 30 Mar	Dunfermline Business Centre	10.00am to 1.00pm

Bookkeeping

Aimed at those who have recently started trading or existing businesses.

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.

Thurs 30 Oct	Saltire House, Glenrothes	9.30am to 12.30pm
Thurs 20 Nov	Dunfermline Business Centre	10.00am to 1.00pm
Tues 9 Dec	Saltire House, Glenrothes	9.30am to 12.30pm
Tues 13 Jan	Dunfermline Business Centre	10.00am to 1.00pm
Wed 21 Jan	Dunfermline Business Centre	10.00am to 1.00pm
Tues 17 Feb	Saltire House, Glenrothes	9.30am to 12.30pm

Business Skills - Sales & Marketing Events

Marketing Your Business

Aimed at those who have recently started trading or existing businesses.

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.

Mon 6th Oct	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 12th Jan	Dunfermline Business Centre	10.00am to 1.00pm
Mon 2nd Mar	Saltire House, Glenrothes	9.30am to 12.30pm

Advertising & Promotion

Aimed at those who have recently started trading or existing businesses.

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.

Mon 13th Oct	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 19th Jan	Dunfermline Business Centre	10.00am to 1.00pm
Mon 9th Mar	Saltire House, Glenrothes	9.30am to 12.30pm

Mastering Selling Skills

Aimed at those who have recently started trading or existing businesses.

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.

Mon 20th Oct	Saltire House, Glenrothes	9.30am to 12.30pm
Mon 26th Jan	Dunfermline Business Centre	10.00am to 1.00pm
Mon 16th Mar	Saltire House, Glenrothes	9.30am to 12.30pm

PR on a Shoestring

Aimed at those who have recently started trading or existing businesses.

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.

Thurs 9th Oct	Saltire House, Glenrothes	9.30am to 12.30pm
Thurs 15th Jan	Dunfermline Business Centre	10.00am to 1.00pm
Thurs 5th March	Saltire House, Glenrothes	9.30am to 12.30pm

Harnessing The Power Of The Sales Process

Aimed at Existing Businesses - Business to Business Sales

This workshop will demonstrate that by harnessing the power of the sales process, it will give you the platform to enhance sales performance and eliminate chance.

Tues 28th Oct	Saltire House, Glenrothes	9.30am to 12.30pm
Wed 11th Feb	Saltire House, Glenrothes	9.30am to 12.30pm