

fife business week 2016

7-11 NOVEMBER

SUPPORTING NEW
AND ESTABLISHED
BUSINESSES

fife business week 2016

www.fifebusinessweek.co.uk

Welcome

to the seventh Fife Business Week

SUPPORTING NEW AND ESTABLISHED BUSINESSES for future success is the theme of this year's Fife Business Week.

Now in its seventh year, featuring a range of events to support individuals and businesses, it will also provide opportunities for companies to come together to network and exchange ideas.

The Fife Economy Partnership is ambitious to see the local economy flourish and thanks to our partners, we are set to deliver a comprehensive line up of events that will enable businesses to access the range of public and private sector support agencies, business experts and entrepreneurs to help move their businesses forward and secure future success.

Fife's main business event offers a broad range of seminars and workshops, covering important issues for the local economy and is once again set to be the highlight of the Kingdom's business calendar. Sessions take place across Fife and the vast majority are free to attend.

We look forward to welcoming all businesses and delivering a successful week of business events.

Stephen Doran

Chair of Fife Economy Partnership



Mon ▶ **7 Nov**

CELEBRATING DEVELOPING YOUNG WORKFORCE IN FIFE

Developing Young Workforce in Fife

Dean Park Hotel, Chapel Level, Kirkcaldy

🕒 8.00am – 10.00am

📞 03451 555555 ext 44 03 27 FREE

Adam Dunkerley Adam.dunkerley@fife.gov.uk

Business Breakfast, Workshop and Networking Session: Providing an opportunity for Fife's Businesses to learn what Developing Young Workforce in Fife involves; hear from DYW Board members and see some of the success businesses have had from their engagement with DYW so far.

BOOKKEEPING

Business Gateway Fife

Saltire House, Pentland Park, Glenrothes

🕒 9.30am – 12.30pm

📞 01592 858333 FREE

Craig Rutherford craig.rutherford@bgfife.co.uk

www.businessgatewayfife.com/events

This workshop aims to equip you with the knowledge and skills necessary to manage your finances and comply with regulatory and legal requirements through a relevant bookkeeping system.

ATTRACTING, ENGAGING & RETAINING YOUR PEOPLE

Connect Three Solution

Roths Hall, Kingdom Shopping Centre, Glenrothes

🕒 9.30am – 1.30pm

📞 07835662365 FREE

hello@connectthree.co.uk

Come to our 1-day People Development Workshop and tap into our experience and expertise and let us help you to: Attract the Right People – Recruitment, Selection and Induction; Engage Your People – Performance Management, Well-being, Training and Development and Retain Your People – Talent Management & Succession Planning. Delivered by George Galloway.

SMART TECH SAVES BUSINESSES £s – LEARN MORE AT THIS "HOME OF THE FUTURE"

nextGenergy

3 MacTaggart Way, Pitcairn, Glenrothes, KY7 6FA

DAILY - 7-11 November 2016 (limited places)

Book early – will be popular

🕒 11.00am – 12.00 noon

📞 01592 622256/07800 801151 FREE

Shirley Paterson info@nextgenergy.co.uk

Energy Assessor's showcase is a mini power station of smart technologies which also fuels a fleet of 3 plug-in vehicles – its energy bills reflect the benefits of investing to save, applicable to businesses as well as householders.



INVEST IN FIFE ANNUAL PROPERTY EVENT

Invest in Fife, Fife Council

venue to be confirmed Rosyth area

🕒 12.00 noon – 3.00pm

📞 FREE – Booking Essential

Carlene Simpson
carlene.simpson@fife.gov.uk

Come and join us over lunch for the Annual Invest in Fife Property Event which will provide an update on the latest trends and developments in the Scottish and Fife Property Market. We will then finish with a tour of principle developments and opportunities in and around the Rosyth and Dunfermline area.

RUNNING A NEW BUSINESS... FOOD, WASTE AND HEALTH AND SAFETY LEGISLATION ...WHAT YOU NEED TO KNOW

Fife Council Environmental Health

(Food & Workplace Safety Team)

Business Gateway Fife, First Floor, Saltire House, Pentland Park, Glenrothes

🕒 1.30pm – 4.00pm

📞 01592 538228 FREE

Peter Ager Peter.Ager@fife.gov.uk

Starting and running a new business can be daunting and expensive. We will tell you what you need to do to comply with food, waste and health & safety legislation.

CYBER SECURITY ESSENTIALS & BUSINESS RESILIENCE

Praetorian IT Security

Carnegie Conference Centre, Halbeath Road, Dunfermline

🕒 3.00pm – 5.00pm

📞 07974328241 FREE

Wynn Jones wjones@praetoriansecurity.co.uk

It's now official! The national crime agency have issued a report showing that Cybercrime and computer misuse now outstrip all other forms of crime affecting people. 53% of all reported crime is computer related. What is even more worrying is that the majority of cybercrime goes unreported. This event will outline the most common forms of attack used by cyber criminals and hackers, how most IT engineers make it easier for hackers to gain a foothold on SMEs networks, cyber essentials and good security practises for the small business owner.

PENSIONS AUTO-ENROLMENT OVERVIEW

Thomson Cooper Accountants

Thomson Cooper, 3 Castle Court, Carnegie Campus, Dunfermline

🕒 5.00pm – 6.30pm

📞 01383 628800 FREE

Booking essential as spaces limited.

Carol Humphries chumphries@thomsoncooper.com

This course is a must for any small or medium sized business with questions regarding auto-enrolment, which will eventually apply to ALL employers. This seminar will outline the regulations, help employers understand their duties and create a plan for meeting their obligations.

MAKE YOUR B2B/B2C WEBSITE AN ONLINE SALES MACHINE

OnlineXcellence

Dean Park Hotel, Chapel Level, Kirkcaldy

🕒 5.00pm – 7.30pm

📞 01592 745 992 FREE

Brian Mathers brian@onlinexcellence.com

Scottish businesses are discovering that "Online Marketing Funnels" are changing the way to cost-effectively acquire leads, prospects and online sales. These sessions will help you grow your business online.

Tue 8 Nov

BREAKFAST SEMINAR – HOW TO GROW YOUR BUSINESS USING THE UKS #1 CLOUD BUSINESS SOFTWARE

Cooper Software

Cooper Software, 1st Floor, St David's House, St Davids Drive, Dalgety Bay

🕒 8.30am – 10.30am

📞 01383 840 700 FREE

Helen Soutar Helen.soutar@coopersoftware.co.uk

How business of all sizes, across all sectors can deliver operational savings and increase sales using the cloud. NetSuite is the UK's #1 Cloud based business software that offers one unified business management suite, including financials and reporting, CRM, ecommerce and resource planning.

BUSINESS BREAKFAST - ALTERNATIVE SOURCES OF FUNDING FOR INNOVATIVE SMES

Jumpstart (Scotland) Ltd in partnership with Fife Council Economic Development

Carnegie Conference Centre, Halbeath Road, Dunfermline

🕒 8.30am – 10.30am

📞 0131 240 2900 FREE

Sandy Findlay sandy.findlay@jumpstartuk.co.uk

This fast paced interactive session will give participants a good understanding of a number of sources of funding, not usually considered by innovative growing SMEs. Short presentations combined with ample opportunities for Q&As will definitely give you food for thought and clarity on the funding options open to your business.



HOW THE CIPD CAN SUPPORT NEW AND GROWING BUSINESSES IN FIFE

Chartered Institute of Personnel & Development (CIPD)
Beveridge Park Hotel, 6 Abbotshall Road, Kirkcaldy

🕒 9.00am – 10.30am

📞 07863291071 FREE 20 spaces available
Garry Dickson Garry.dickson@rbs.co.uk

Come along to this breakfast meeting to hear how CIPD can support new and growing businesses in Fife through a range of services at a branch and national level.

PRODUCING ENGAGING CONTENT – DIGITAL BOOST

Business Gateway Fife

Saltire House, Pentland Park, Glenrothes

🕒 9.30am – 12.30pm

📞 01592 858333 FREE

Craig Rutherford craig.rutherford@bgfife.co.uk
www.businessgatewayfife.com/events

This session will help you understand what kind of content your customers are looking for, how to find, write and package it, how to market it to them and how to measure how engaging it is for them. This workshop is ideal for businesses that already have a commercial website or use social media, and want to move to the next level of engagement.

ADVERTISING WITH SOCIAL MEDIA- FOR SOCIAL ENTERPRISE BUSINESSES

Fife Council Economic Development/Business Gateway Fife

The Ecology Centre, Craigenalt Farm, Kinghorn, Burntisland

🕒 9.30am – 12.30pm

📞 03451 55 55 55 ext 44 24 16 FREE

Graeme Ferguson Graeme.Ferguson@fife.gov.uk
www.businessgatewayfife.com/events

This event is specifically aimed at Social Enterprise businesses or those looking to start a Social Enterprise.

Want to quickly build a relevant fan base or an active email list? Want to generate sales straight away? You should consider using paid social media advertising to help supplement your organic activities, in order to achieve your business objectives.

EXPLORE ENTERPRISE

Prince's Trust

St Bryce Kirk, St Brycedale Avenue, Kirkcaldy

🕒 9.30am – 3.30pm

📞 01592 858334 FREE

Marissa Yassen marissa.yassen@princes-trust.org.uk

If you're aged between 18 and 30, unemployed or working less than 16 hours per week and thinking about starting your own business? Then our 4 day interactive workshop could be for you. You'll get to meet other like-minded young people and have the chance to tap into a business expert, covering everything from business planning and marketing to sales, budgeting and tax to help you explore your business idea further.

GET MORE DONE-TOP TIPS ON HOW TO MAKE THE MOST OF IT

Managed IT Experts Ltd

Dunfermline Business Centre, Izatt Avenue, Dunfermline

🕒 2.00pm – 4.00pm

📞 01383 722225 FREE

David Shuster david@manageditexperts.co.uk

Practical examples of how you can get more done and make your work more enjoyable with the help of simple, free and low-cost add-on applications. We'll show how you and your business can save time and money by increasing productivity. We will cover: Achieving "Inbox Zero" with Sanebox; Chasing people like a pro with Sidekick and Better writing made easy with Grammarly.

HOW TO MANAGE ABSENCE IN YOUR WORKPLACE

The HR Booth

Cluny Clays, Cluny, Kirkcaldy

🕒 2.00pm – 5.00pm

📞 01383 695516 FREE

Emma Campbell emma@thehrbooth.co.uk

At the HR Booth we work with a range of clients supporting them on how to manage their people effectively. Unfortunately, sometimes it is necessary to manage absence.

This workshop will equip you with the skills required to conduct an effective return to work interview, manage short-term and long-term absence.

Each delegate will receive a certificate, which you can use as evidence to demonstrate continuous professional development and you can also use this should you have to defend any employment tribunal claims.

We recommend anyone within an organisation involved with managing people should attend.

EXPLORING SUCCESSION OPTIONS/TRANSITIONING TO EMPLOYEE

Scottish Enterprise/Eden Fyfe Accounts

Business Gateway Fife, First Floor, Saltire House, Pentland Park, Glenrothes

🕒 2.00pm – 4.00pm

📞 01592630048 FREE

Lisa Bray info@edenfyfe.com

Exploring Succession Options - An exploration of the options available to owners wishing to withdraw from their business. This is followed by - Succession: Practical Considerations which covers some of the practical considerations that all business owners thinking about succession should consider as part of their exit plan which, dependent upon the nature of the sale, may differ.

SOCIAL MEDIA SURGERIES

Florizel Media Ltd

Florizel Media, Liberty House, 15 Cromarty Campus, Rosyth

🕒 Various

📞 01383 435995 FREE

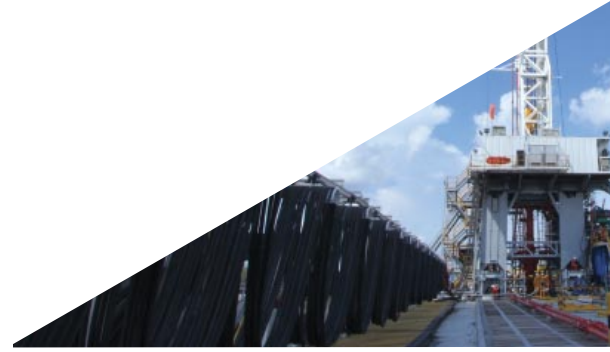
Pauline Randall Pauline@florizelmedia.com

Book a 45 minute appointment with the social media doctor and get answers to your social media problems.

Visit www.florizelmedia.com/fife-business-week/ to book

fife business week 2016

www.fifebusinessweek.co.uk



Wed 9 Nov

TRANSFORMATIONAL CHANGE

Centre for Engineering Education and Development – In partnership with Fife Council Economic Development

Carnegie Conference Centre, Halbeath Road, Dunfermline

🕒 8.00/8.30am – 11.00am

📞 07539 922495 FREE

David Nicholson d.nicholson@ceed-scotland.com

How do you get the very best out of an organisation? This Clinic challenges assumptions and goes into what Leaders really need to be doing to make transformational change a reality in their organisations. Full of practical insights and systematic approaches grounded in current experience, this Clinic is for the those who want to be both radical and secure in their actions.

THE VALUE OF FAMILY BUSINESS

ActionCOACH Scotland

Carnegie Conference Centre, Halbeath Road, Dunfermline

🕒 8.30am – 10.30am

📞 07793 312938 FREE

Sam Forsberg samforsberg@actioncoach.com

Family businesses in Fife deliver value far in excess of just the revenue and employment they create. Showcasing the value created, the values that drive them & the challenge of balancing the needs of family and business this event will explore key themes from the recent Annual Scottish Family Business Survey initiated by Family Business United, giving you the chance to meet other family businesses and share your experiences.

SCOTLAND'S TOWNS CONFERENCE 2016

Scotlands Towns Partnership/Fife Council

Adam Smith Theatre, Bennoch Road, Kirkcaldy

🕒 9.00am – 4.00pm

📞 07801354591/03451555555 ext 471852

Member of STP £90 Non Member £180

Elaine Bone/David Grove elaine@scotlandstowns.org

Join practitioners from across the country, UK and worldwide to learn and share best practice for towns. The only gathering of around 200 professionals with direct influence and responsibility for policy making and strategic delivery across Scotland's towns.

RE-ALIGNING YOUR BUSINESS STRATEGY

Connect Three Solutions

Carnegie Conference Centre, Halbeath, Dunfermline

🕒 9.30am – 4.00pm

📞 07835662365 £50 per person – first 5 places FREE

Varry McMenemy hello@connectthree.co.uk

Come along to our 1-day workshop and let us take the fear factor out of the Strategic Planning Process. Our course tutor will help dispel the myths about Strategy and leave you confident, inspired and ready to implement a revitalised Strategic Planning Process in your organisation.

START-UP: ACCELERATE YOUR NEW BUSINESS!

Acorn Enterprise

Rosyth Business Centre, 16 Cromarty Campus, Rosyth

🕒 10.00am – 1.00pm

📞 01383 427305 FREE

Kallum Russell hello@acornenterprise.co.uk

During this exciting event, which Acorn Enterprise is running in partnership with Liberty Business Centres, we will explore what running your own business is really like. Acorn Enterprise are the experts in accelerating start-up businesses and we promise we'll give you inspiration, resources and practical tools to boost your new venture. Followed by a networking lunch.

MAKE YOUR B2B/B2C WEBSITE AN ONLINE SALES MACHINE

OnlineXcellence

Dean Park Hotel, Chapel Level, Kirkcaldy

🕒 5.00pm – 7.30pm

📞 01592 745 992 FREE

Brian Mathers brian@onlinexcellence.com

Scottish businesses are discovering that "Online Marketing Funnels" are changing the way to cost-effectively acquire leads, prospects and online sales. These sessions will help you grow your business online.

Thu 10 Nov

COMPETITOR INTELLIGENCE USING SOCIAL MEDIA

Florizel Media Ltd

Florizel Media, Liberty House, 15 Cromarty Campus, Rosyth

🕒 9.30am – 12.00noon

📞 01383 435995 FREE

Pauline Randall Pauline@florizelmedia.com

Hands-on workshop where you can check out your competitors on social media and learn how to use the information to improve your social media marketing. Visit www.florizelmedia.com/fife-business-week/ to book

PR ON A SHOESTRING

Business Gateway Fife

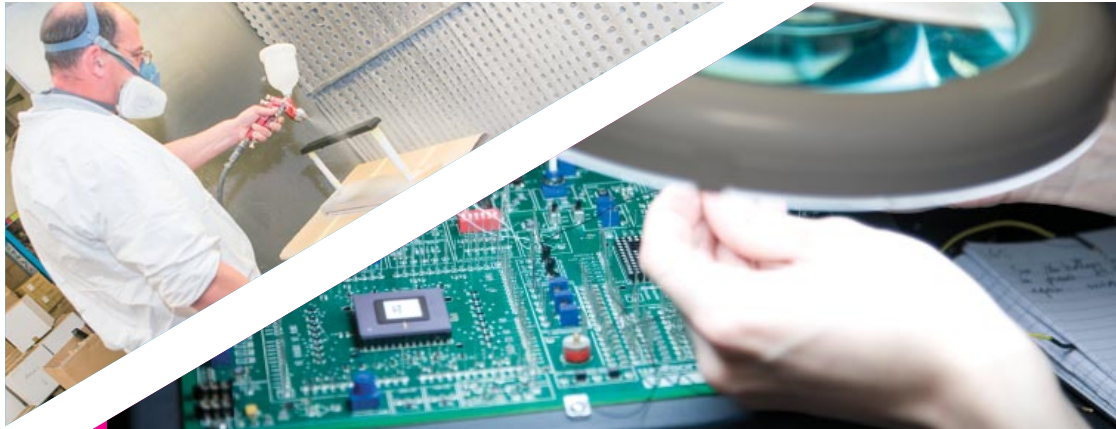
Saltire House, Pentland Park, Glenrothes

🕒 9.30am – 12.30pm

📞 01592 858333 FREE

Craig Rutherford craig.rutherford@bgfife.co.uk
www.businessgatewayfife.com/events

This workshop explores how businesses can generate maximum publicity for themselves with minimum spend.



COMMUNITY ENTERPRISE IN ACTION

BRAG Enterprises

Crosshill Business Centre, Main Street, Crosshill

11.00am – 12.00pm

01592 860 296 FREE

Brian Robertson- Fern BRobertson-Fern@brag.co.uk

Promoting Community Enterprise in Fife - Come along and explore what BRAG can do to help you set up your own enterprise whether it's a social enterprise or a private company. If it's going to have social impact we want to help.

EMPLOYERS EXPECTATIONS

Fife Employability and Training Consortium

Crosshill Business Centre, Main Street, Crosshill

11.00am – 2.00pm

01592 860 296 FREE

Gayle Penman gpenman@brag.co.uk

Providing an overview of Fife Employability and training consortium and the benefits to both prospective clients and employers.

IT'S TIME TO TRANSITION – ISO 14001:2015 WON'T WAIT FOR YOU!

Mabbett

Rosyth Business Centre, 16 Cromarty Campus, Rosyth

10am – 12noon

0141 227 2300 FREE

Suzie Nelson nelson@mabbett.eu

- Is your organisation registered to ISO 14001:2004?
- Are you aware of the key differences between the old ISO 14001:2004 and the new IO 14001:2015 standard?
- Have you started transitioning?
- Do you have the skills to do this in-house?
- Is Senior Management aware of your obligation to make the change?

Mabbett will lead this seminar where your questions will be answered by experienced EMS Consultants who are already actively supporting many companies with all aspects of the transition.

MEET THE BUYER EVENT: EXPLORING DIVERSIFICATION IN PRIORITY SECTORS

Economic Development Carnegie Conference Centre, Halbeath, Dunfermline

10.00am – 2.00pm

03451 55 55 55 Ext 492175 FREE

Dot Smith dorothy.smith@fife.gov.uk

You will have the opportunity to meet with up to 20 buyers from the Prime and Tier 1 companies interested in engaging with potential new suppliers and exploring collaborative commercial arrangements

BUILDING EFFECTIVE TRAINING PROGRAMMES TO GROW YOUR BUSINESS – TRAINING NEEDS ANALYSIS (TNA) WORKSHOP

Andrew Carnegie Business School at Fife College

Carnegie Conference Centre, Halbeath, Dunfermline

2.00pm – 4.30pm

0344 248 0115 FREE

Krytsyna Marett bdtsupport@fife.ac.uk

TNA's are a vital prerequisite for any effective training programme. Simply throwing training together may not fulfil your needs or might cover areas that are not essential. TNA's enable organisations to channel resources into the areas where they will contribute the most to staff development, enhancing organisational performance and boosting profits.



BUSINESS BREAKFAST WITH PAUL WHEELHOUSE MSP MINISTER FOR BUSINESS, INNOVATION & ENERGY

Fife Economy Partnership

Carnegie Conference Centre, Halbeath, Dunfermline

8.30am – 10.00am

03451 55 55 55 Ext 442278 FREE

Alison Laughlin Alison.laughlin@fife.gov.uk

Invitation only - Business Breakfast with Paul Wheelhouse MSP Minister for Business, Innovation & Energy.

SOCIAL ENTERPRISE BUSINESS DEVELOPMENT CONFERENCE

Fife Council/ FSEN

Adam Smith Theatre, Bennoch Road, Kirkcaldy

9.30am – 2.00pm

03451 55 55 55 ext 442416 FREE

Graeme Ferguson Graeme.ferguson@fife.gov.uk

Following the success of last year's "Meet the Funder" event the Fife Social Enterprise Network, in partnership with Fife Council, are holding an expanded Funding workshop event this year. The theme of the day will be Business support, the Empowerment Bill and Access to Funding.

