

# Workshops

## July to Sept 2017



0141 530 2406  
[bgateway.com/renfrewshire](http://bgateway.com/renfrewshire)

# Start Up Workshops

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## Start Up - Awareness

Learn the essentials about getting a new business off the ground. Come along to one of our seminars to ensure you get the basics right and that you make the correct decision. The session covers many useful sources of advice and guidance including assessing the viability of your idea with business planning, understanding market research, how to choose your legal structure, insurances, plus tax & VAT.

**Paisley: 3rd July, 10am - 12pm**

**Paisley: 9th Aug, 10am - 12pm**

**Paisley: 5th Sept, 10am - 12pm**

## Start Up - Marketing

Identify and predict your customers' needs, select target markets as well as develop a strategy and differential advantage for the introduction of a new product or service.

**Paisley: 10th July, 9.30am - 12.30pm**

**Paisley: 16th Aug, 9.30am - 12.30pm**

**Paisley: 12th Sept, 9.30am - 12.30pm**

## Start Up - Business Planning

Understand the planning process and why it is vital to operating a successful business. Find out what should be included and how to present your information.

**Paisley: 17th July, 9.30am - 12.30pm**

**Paisley: 23rd Aug, 9.30am - 12.30pm**

**Paisley: 19th Sept, 9.30am - 12.30pm**

## Start Up - Finance

Provides information on the importance of cash flow to successfully manage your business. Looks at profit and loss accounts, cash flow statements and working capital.

**Paisley: 24th July, 9.30am - 12.30pm**

**Paisley: 30th Aug, 9.30am - 12.30pm**

**Paisley: 26th Sept, 9.30am - 12.30pm**

# Growth Workshops

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## Business Skills Toolkit

### Marketing Your Business

#### Implement practical marketing tools

Effective marketing for everyone. Find out exactly what businesses are doing to cost effectively market their business to target profiles. Covers both traditional and digital marketing.

Paisley: 12th July, 1.30pm - 4.30pm

### Bookkeeping

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.

Paisley: 11th Aug, 10am - 1pm

### Mastering Selling Skills

Learn the practical elements of selling skills, the do's and don'ts and how to get real results from various techniques and tools.

Paisley: 15th Sept, 9.30am - 12.30pm

## Digital Toolkit

### Introduction to Social Media

#### Improve your sales through effective use of social media

This is an introductory workshop which will give you a good understanding of social media and the potential benefits it can bring to your business.

Paisley: 21st Aug, 9.30am - 12.30pm

## Online Toolkit

### Trading Online

#### Sell your products online successfully

Procure and manage an effective online trading presence and learn what is required from a legal and regulatory perspective.

Paisley: 7th July, 9.30am - 12.30pm

### Get Real Results from your Website

#### Plan your website right, first time

Using examples this session demonstrates the importance of considering the user's perspective in all aspects of the planning, design & operation processes.

Paisley: 21st Sept, 9.30am - 12.30pm

### Improve your Search Engine Ranking

#### Get your business found online

Improve your understanding of Search Engine Optimisation techniques and gain a measurable improvement for your Search Engine positioning.

Paisley: 21st Sept, 1.30pm - 4.30pm

# Local Expert Surgeries

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## 1 hour appointments available for 1:1 Specialist Advice

### Specialist Consultancy for your Business Marketing Needs

Do you need support to create or implement your marketing strategy? This one-to-one session will review your business marketing agenda and look at how best to market your business going forward. Areas covered include traditional marketing and digital marketing including website exposure and social networking.

### E-Business and Website Development

This surgery aims to provide you with information and one-to-one help with anything connected to a website including setting up a website, SEO, SEM, web design, ease of use, disability compliance, advice on the legal must haves of a website and much more.

### Specialist Consultancy for your Legal Needs

This surgery will allow clients the opportunity to meet with a qualified lawyer to discuss their particular legal requirements. This may include issues such as employment & commercial contract T&Cs, property leases, intellectual property, copyright and trademarks. These sessions will help to protect your business and ensure you are meeting legal requirements.

### Specialist Consultancy for Tendering & Procurement Advice

Access a specialist procurement consultant with over 20 years experience. Improve the content of your tenders and the likelihood of success in your next bid. Learn how to write more effective tenders, identify tendering opportunities in your sector and learn how to set up a tender desk operation.

### Specialist Consultancy for HR

Do you have a requirement for support and advice in Human Resources? This one-to-one session will allow you to raise specific areas that you may want to discuss with an HR expert. All areas of HR can be covered including recruitment, grievance and disciplinary, employee relations and strategic planning.

If you are interested in attending any of our surgeries, please contact us for dates and booking details, on  
**0141 530 2406** or email:  
[renfrewshire@bgateway.com](mailto:renfrewshire@bgateway.com)



## Events Directory

### July - September 2017

When starting a new business or growing your existing business we recognise that although it's exciting there can be lots of challenges - that's where we can help! At Business Gateway we have a team of advisers who can help with your plans and to support the development of your ideas and business skills we have a programme of free workshops and seminars to give you the skills to achieve your business goals.

If you are thinking about launching a new business then the Start Up Workshops are a must. If you've been running a business for a while and are looking to move things forward then the Growth Workshops are essential.

All workshops are friendly and interactive and allow you to meet and network with like-minded people who are starting up or developing and growing their business.

To book on any of the seminars and workshops in this brochure please contact us on **0141 530 2406** or go online to [bgateway.com/events](http://bgateway.com/events) and search under event title or area (Renfrewshire).

We look forward to welcoming you at one of our events in the near future.

#### Paisley Venue:

**InCube Business Base, 27 High Street, Paisley PA1 2AF**

# Business Gateway offers a wealth of free resources to help you start your business.

- Business advice
- Workshops
- Adviser support
- Networking
- Routes to funding

## Business Gateway

InCube Business Base  
27 High Street  
Paisley  
PA1 2AF

### Need more information?

Contact your Business Adviser or call us  
on **0141 530 2406**

Email: [renfrewshire@bgateway.com](mailto:renfrewshire@bgateway.com)

Visit: [www.bgateway.com/renfrewshire](http://www.bgateway.com/renfrewshire)



European Union



The Scottish Government

Riaghaltas na h-Alba

EUROPE & SCOTLAND

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