

**FREE WORKSHOP SCHEDULE**

**JANUARY – MARCH 2017**

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| **Date** | **Workshop** | **Time** | **Venue** |
| Tuesday10th January | Self-Assessment 1:1 app | 09.30–16..30 | Dumfries |
| Thursday12th January | Start Up Awareness | 09.30 – 12.30 | Dumfries |
| Thursday 12th January | Start Up Marketing & Sales  | 13.30 – 16.30 | Dumfries |
| Tues 17th January | The Best way to sell YOUR products online: Ecommerce intermediate Digital Boost | 13.30 – 16.30 | Dumfries |
| Tuesday 17th January  | Facebook For Business Intermediate | 17.30-20.30 | Dumfries |
| Wednesday 18th January | Self-Assessment 1-1 | 09.30 -16.30 | Newton Stewart  |
| Thursday 19th January | Start Up Awareness | 10:00-13:00 | Stranraer |
| Thursday 19th January | Start Up Marketing & Sales | 14:00 – 17:00 | Stranraer  |
| Thursday 26th January | Business Start Up; Finance & Business Planning | 12.30-16:30 | Stranraer |
| Thursday 26th January | Basic Book-keeping | 17.30 – 20:30 | Stranraer |
| Thursday 9th February | Business Start Up; Finance & Business Planning | 09.30-12.30 | Dumfries |
| Thursday 9th February  | Book-keeping  | 13.30-16.30 | Dumfries |
| Wednesday 22nd February | Business Start Up Awareness | 10.00-13.00 | Stranraer |
| Wednesday 22nd February | Business Start Up Marketing & Sales | 14.00-17.00 | Stranraer  |
| Thursday 23rd February  | Facebook for Business - from Scratch | 09.30 – 12.30 | Dumfries  |
| Tuesday 28th February  | Facebook For Business Intermediate | 17.30 – 20.30  | Stranraer ( evening ) |
| Thursday 2nd March | Want to Be Your Own Boss | 10.00-13.00 | Corner House Hotel, Annan |
| Wednesday 8th March | Start Up Awareness | 12.30 – 16.30 | Dumfries  |
| Wednesday 8th March  | Marketing & Sales | 17.30 : 20.30. | Dumfries( Evening ) |
| Wednesday 8th March | Creating A Starter Website For Your Business - Part 1 | Part 1 17.30 – 20.30  | Stranraer evening  |
| Tuesday 14th March  | Start Up Awareness | 12.30 – 16:30 | Dumfries |
| Tuesday 14th March  | Start Up Marketing & Skills  | 17:30 – 20:30  | Dumfries  |
| Thursday 16th March |  Digital Marketing Strategy – DigitalBoost | 13.30-16.30 | Dumfries |
| Thursday 16th March  | Producing engaging content online | 17.30 – 20.30  | Dumfries |
| Wednesday15th March  | Creating A Starter Website For Your Business - Part 2  | Part 2 17.30-20.30 | Stranraer Evening |
| Tuesday 21st March | Business Start Up; Finance & Business Planning | 10.00 – 13.00 | Stranraer |
| Tuesday 21st March  | Start Up Basic Book-keeping  | 14.00 – 17.00  | Stranraer  |
| Thursday 23rd March | Want to Be Your Own Boss  | 10:00 - 13:00 | Castle Douglas |
| Wednesday 29th March | Creating A Starter Website For Your Business Part 1 | 9.30-12.30 | Dumfries -  |
| Wednesday29th March | Creating A Starter Website For Your Business Part 2  | 13.30 – 16.30 | Dumfries –  |

Want to Be Your Own Boss ?

Thinking about starting your own business? Come to this free workshop and learn the essentials of going into business!

The workshop will cover:

* Is Self- Employment for You?
* Business Planning
* Market research
* Finance - Getting started

**Call Business Gateway on 01387 808738 to enquire or to reserve a place**

**Or go online at: bgateway.com/events**

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| Business Start Up Awareness**This workshop aims to make you aware of the various requirements involved in setting up a business.**Are you thinking about working for yourself or starting a new business? Have you started and need some business advice? Are you a business on a journey and need to test your thinking?This workshop will allow you some time to test your thinking, focus on the next steps and explore options. The workshop aim is to help you check progress and plan for the next phase on your exciting journey. | Business Start Up; Finance & Business Planning* This workshop will help you get to grips with working the basics of running your business, The workshop will look at:Creating a description for your business
* The business planning process
* Aims & objectives; setting goals
* Sample business plan
* Personal survival budget
* Sales forecasting
* Finance & Business Planning Checklist for 2017

By the end of the workshop you will be able to ensure that everything is in place for your start date and ensuring that your business has the best chance of success. |
|  **Business Start Up: Marketing & Sales** **The workshop will look at:*** **The role of marketing & sales in your business**
* **Identifying your target customers**
* **Undertaking market research**
* **Selling techniques**
* **Clarify features & benefits of your business**
* **Marketing & Sales Checklist for 2017**

**By the end of the workshop you will have a better understanding marketing & why people buy, improved persuasive skills and more confidence in successful selling techniques.** | **Basic Book-keeping****This workshop will explain:*** **Why do book-keeping?**
* **Develop a clearer understanding of business expenses**
* **Complete a basic book-keeping case study**
* **7 top book-keeping tips**

**By the end of the workshop you will be able to introduce or improve your financial record keeping system and improve how you manage your business finances.** |
| **Creating a Starter Website- Part 1:****Think you don’t need a website for your business or don’t have the budget to outsource it? This interactive, hands on workshop will introduce you to the most popular and easy to use Content Management System. Take control of your marketing by harnessing the power of Wordpress.****Part 1 of this workshop covers an introduction to Wordpress for complete beginners and how to acquire a domain name for your business. There will be some preparation required for this workshop, and you’ll be contacted after booking your place.** **Feel free to bring your own laptop or tablet, if you prefer to use your own.** | **Creating a Starter Website: Part 2****So you have your basic Wordpress site and domain name. Part 2 of this workshop takes your basic website to the next level, including how to make sure your website is found by search engines, and ultimately customers, and how to monitor and tweak your website activity using Analytics tools.** **Please note this workshop is for delegates who have completed Part 1 only. Feel free to bring your own laptop or tablet if you prefer to use your own.** |
| **Facebook for Business from Scratch****On this interactive, hands on workshop you’ll discover why Facebook for Business should be part of your marketing strategy, no matter what size your business. You’ll learn about Facebook for Business from the ground up, so no previous experience or knowledge is required. By the end of the session you’ll leave with a fully functioning Facebook business page and be armed with the next steps on how to engage with customers old and new. Feel free to bring your laptop or tablet if you prefer to use your own.****There is some preparation required for this workshop. You’ll be contacted after booking with details.**  |
| **Producing Engaging Online Content (Intermediate) – DigitalBoost****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. If you can provide easily accessible evidence that you are an expert in your field, or are able to provide an attractive “space” that makes customers more inclined to spend time with you, it’ll be easier for them to choose you when they’re ready to spend. 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. It will equip you to amplify your brand and message, and to boost sales and profits.****This is a ‘DigitalBoost’ event funded by Digital Scotland and delivered by Business Gateway in partnership with Scottish Enterprise and Highlands & Islands Enterprise.** | **Digital Boost Facebook – Intermediate****Facebook is an increasingly effective tool for reaching target audiences and engaging with them when they are in a responsive mode. People who attend this workshop will learn how to assess whether Facebook is an appropriate medium for them, how to find and refine their audience and to target, create and optimise posts and adverts. The event will also cover measuring the effectiveness of pages, posts and adverts, including through the use of Facebook Insights (a powerful tool that lets you track user interaction), as well as integrating Facebook with websites. You will also gain valuable knowledge about e-commerce, security, compliance and privacy. The ultimate aim is to equip delegates with knowledge that will enable them to use this crucial element of social media to increase sales and solidify brands.****Delegates may wish to bring along their laptops so they can work on their Facebook accounts during the workshop.****This is a ‘DigitalBoost’ event funded by Digital Scotland and delivered by Business Gateway in partnership with Scottish Enterprise and Highlands & Islands Enterprise.** |
| **Digital Marketing Strategy – DigitalBoost****This inspiring workshop will guide you through the practical steps needed to design a digital marketing strategy to meet your business objectives and create more leads. Successful strategies have three key elements: Content Creation, Content Publication and Content Amplification©. You will learn time-efficient techniques for developing these elements so you can confidently drive more traffic to your website. We’ll help you understand the digital trends and equip you to work more strategically with the big search engines (Google, Yahoo and Bing) to improve the quality of your search results. We will show you how to plan more engaging email newsletters and posts on social media such as Facebook, Twitter and Google+. This is a ‘DigitalBoost’ event which is funded by Digital Scotland and delivered by Business Gateway in partnership with Scottish Enterprise and Highlands & Islands Enterprise** | **Digital Boost e-commerce: The Best way to sell YOUR products online.** **What’s the best way to sell YOUR products online? The key to improving your e-Commerce business is measuring its effectiveness - you can then take steps to optimise its performance. Should you be using eBay or Amazon, neither or both? This workshop will also take you through the factors to consider whether you are setting up a new online business, or increasing the efficiency of an existing one.****This is a ‘DigitalBoost’ event which is funded by Digital Scotland and delivered by Business Gateway in partnership with Scottish Enterprise and Highlands & Islands Enterprise.** |

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**Venues:**

Business Gateway,11 Buccleuch Street, Dumfries. DG1 2AT

Business Gateway, Castle Court, Castle Street, Stranraer DG9 7RR

The Corner House Hotel, High Street, Annan, DG12 6DL

WRDC, 8 Queen Street, Newton Stewart, DG8 6JL

Lowland Training, 5-7 Hanover St, Stranraer DG9 7SB