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Business Link
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 4 Bishops Square Business Park
 Hatfield Hertfordshire
 AL10 9NE

Find your local Business Link office:
 Telephone: 08457 17 16 15
 Fax: 0845 607 6117
 Web: www.businesslink.gov.uk/east



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Textphone users can dial direct on 01707 398390 and we welcome Tynetalk calls

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 European Regional Development Fund



ERDF

takeITon.

FL/businessbriefings/May2011



IN THE LAST FOUR YEARS
91.235 DELEGATES HAVE ATTENDED BUSINESS LINK EVENTS IN THE EAST OF ENGLAND

IN THE LAST YEAR
 BUSINESS LINK ADVISERS HAVE PROVIDED IN-DEPTH SUPPORT TO MORE THAN **6.000** BUSINESSES IN THE EAST OF ENGLAND

87% OF BUSINESSES WHO HAVE ATTENDED A BUSINESS LINK EVENT WOULD RECOMMEND THEM TO A COLLEAGUE

You've seen the facts...

now discover how our business briefings can make a difference to you and your business

BUSINESS BRIEFINGS
 MAY – NOVEMBER 2011



Welcome

to Business Briefings

MAY – NOVEMBER 2011

Up to four hours 'out of the office' at a Business Link briefing or workshop could provide just the boost that's needed to make all the difference to you and your business.

Whether you're running a business or third-sector organisation, we're confident that our free and subsidised events will give you what you need. And that confidence is based on feedback from people like you:

Over the past four years, more than 90,000 people have attended Business Link events, and 87% of delegates say they would recommend them.

So take a look through what's on offer at locations near you and at convenient times suited to busy people; then **book yourself on some briefings or workshops now:**

 www.bookevents.org

 0845 601 1000



Business
Link

Outstanding value, offering great return on investment

Our briefings and workshops cost just £30, including VAT, and as part of this you will receive a delegate pack, a copy of the presentation, tea or coffee on arrival and usually a networking lunch. We are also able to offer a number of briefings free of charge, thanks to the support of our partners – **takelTon**, **Lloyds TSB Commercial** and the **Health and Safety Executive**.

New! Networking and nibbles

You told us you'd like the opportunity to network with other delegates, so we've **added a networking lunch** to most of our briefings. We'll confirm details when you book.

This is positively your last chance to take advantage of these free and subsidised briefings and workshops, as your local Business Link service will change at the end of November. Business support will still be available at www.businesslink.gov.uk and via a new national helpline. But if you prefer to get your ideas face-to-face, don't miss out on this **final Business Briefings programme**.

Your last chance - really!

- 6 *Developing People*
- 11 *Sales and Marketing*
- 14 *Planning for Growth*
- 16 *IT and E-Commerce*
- 21 *Legislation*
- 24 *Money and Finance*
- 25 *Public Sector Tendering*
- 26 *Developing Your Business Assets*





Steve Tullock, Training Manager for ACAS East of England has been running successful training sessions throughout the region for the past 12 years. Having been an owner/manager himself, he is well aware of the pressures of running and developing a business. "I'm very conscious that businesses are looking for practical advice that they can take away and use."

The Health and Safety Executive (HSE) has a wide range of guidance available to help you to manage your health and safety, whatever the size of your business. HSE's main aim is to prevent death, injury and ill health to all in the workplace. Your presenter, John Claxton has worked as an HSE Inspector for over 30 years. "I firmly believe in giving practical advice to duty holders and businesses to help them improve."




Lloyds TSB business teams have a wealth of expertise to draw on, along with in-depth knowledge of the business environment and commercial realities. Their advisers can bring a fresh insight to your plans and will be on hand to suggest 'best practice' solutions for your business, now and in the future, gained from experience in dealing with similar situations.



ST JOHN'S INNOVATION CENTRE

St John's Innovation Centre (SJIC) was founded by St John's College, Cambridge, in 1987. It provides early stage knowledge-based companies with business advice, strategic consultancy, introductions and flexible accommodation. It was the first innovation centre of its kind in Europe and has become world-renowned for its success as a business incubator. St John's Innovation Centre exists to provide a dynamic and supportive incubation environment to accelerate the growth of ambitious, innovative firms in the region.



IT benefits businesses of any shape and size, helping them to improve their efficiency and effectiveness. The takeITon initiative offers free business IT support and advice to businesses in the East of England.



Course Partners

We harness the skills and expertise of a number of partner organisations to help us deliver our courses. You can find out more about each of them here.

Delivering excellent customer service

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

How can you differentiate yourself from your competitors? By giving excellent customer service. It is crucial that all customer service is delivered to build partnerships with your customers, so that you are their natural 'first choice' for the goods and services you supply. This briefing explores ways to deliver excellent service to all your customers, even when they present you with difficulties. A difficult customer is potentially a very loyal one. If the customer knows you can deal with any problems really well they will have a greater loyalty to you.

WHO SHOULD ATTEND?

Any managers and front-line staff who deal with customers face to face, on the phone and online. Suitable for direct customer and business-to-business organisations.

WHAT WILL IT COVER?

- Key elements in providing excellent customer service
- Customer service as a marketing tool
- How to build rapport with all customers, quickly
- The pitfalls of telephone and face-to-face communication with customers
- Developing confidence when dealing with problems
- Listening and questioning skills
- Identifying different types of difficult customer
- Successful approaches to different difficult situations and customers
- Offering solutions.

Performance management

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

Formal feedback can be difficult to deliver and unnerving to receive. This briefing will help managers and team leaders devise and implement an appraisal process that staff will welcome rather than dread. The session will be highly interactive and will encourage delegates to take a positive attitude to delivering appraisals. You will learn how to write 'SMART' objectives, and give constructive feedback with confidence.

WHO SHOULD ATTEND?

Business owners or managers and anyone responsible for the day-to-day running of their team.

WHAT WILL IT COVER?

- What is performance management?
- The performance management cycle
- How to start the appraisal process
- Planning and preparation for an appraisal meeting
- How to conduct an appraisal meeting
- Setting achievable objectives
- How to give constructive feedback
- Recording outcomes
- Personal development plans.

Presenting for impact

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

The time comes when a presentation is required and it is often the activity many team leaders, managers and other staff dread. Being confident and able to present accurately for results is a crucial skill for everyone at work. This briefing will help to plan and structure a presentation for the results you want; it will give you practical tips on what to put in and what to leave out. It will also give you strategies to deal with your feelings about the event, to create rapport with everyone in your audience and show how to get your message across, clearly and in a lively way. In addition it will give you hints and tips from the 'frontline' about how to deal with questions, difficult people in the audience and managing your own nerves.

WHO SHOULD ATTEND?

Business owners, managers and any other staff who deliver presentations or would like to.

WHAT WILL IT COVER?

- How to work out what you really want to say
- Structuring your thoughts for impact
- How to structure different types of presentation
- Hints and tips about handling PowerPoint for results... not sleep!
- Practical ideas about preparing for the 'main event'
- Creating rapport with all of your audience
- How to use language that appeals to everyone
- Dealing with nerves
- Answering questions from the audience.

Dates and locations

Delivering excellent customer service

Cost: £30 (inc. VAT)

Location	Date
Norwich	19 May
Bury St Edmunds	08 Jul
Luton	02 Aug
Peterborough	20 Sep
Colchester	29 Sep
Hemel Hempstead	12 Oct

Performance management

Cost: £30 (inc. VAT)

Location	Date
Hemel Hempstead	02 Jun
Great Yarmouth	11 Jul
Billericay	15 Jul
Wyboston	26 Sep
Ely	07 Oct
Bury St Edmunds	14 Oct

Presenting for impact

Cost: £30 (inc. VAT)

Location	Date
Wyboston	05 Jul
King's Lynn	13 Jul
Peterborough	11 Aug
Welwyn Garden City	22 Sep
Bury St Edmunds	23 Sep
Southend-on Sea	18 Oct

To book call **0845 601 1000** or visit www.bookevents.org

See page 27 for our terms and conditions

Personal effectiveness – working smarter, not harder!

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

This workshop will give you tips to help improve your quality of life and grow your business. Positive stress helps us maximise our efficiency and effectiveness in the workplace. However, being able to manage negative stress in a demanding work environment provides most of us with a challenge. By planning and prioritising our work, we can help to reduce negative stress and improve our work-life balance.

WHO SHOULD ATTEND?

Anyone feeling under pressure at work, line managers responsible for their work and the outputs of others, plus specialist staff with choices as to how they do their work.

Assert yourself – how to be seen, heard and influence decisions

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

Being able to say what you really think and really thinking about what you say is always important in any situation. Getting over the first hurdle is the hardest step. This briefing aims to help you learn how to become more assertive and how to build self confidence so that you are seen and heard.

WHO SHOULD ATTEND?

Anyone who feels that their opinion is not heard, or who has difficulty working with people who are more senior. Also, anyone who has to deal with colleagues or customers who are difficult or wants to build self confidence generally.

WHAT WILL IT COVER?

- Analysing your current allocation of time
- Prioritising key result areas
- The importance of planning
- Assessing work-life balance and how to get it right
- Being able to identify negative stress in yourself and others
- Successfully managing negative stress
- Identifying and setting personal positive outcomes that will succeed in maintaining a balance between home and work.

WHAT WILL IT COVER?

- Self perception
- Anticipating situations objectively
- Understanding emotions and relationships
- Developing sympathy and empathy
- Understanding issues through 'Listening and Questioning' techniques
- Emotions and facts
- Six ways to influence others
- Taking responsibility for you
- Getting attention
- Use of language and body language
- Mirroring negatives with positives
- Recognising and managing your own emotions
- Developing a personal library for all occasions.

Making projects happen

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

This interactive briefing will show you how to specify projects from start to finish with the minimum fuss. It will guide you through the key elements of effective project management and the principles you need to follow to ensure you bring your project in on time, to specification and most importantly on budget. The briefing will also cover how to deal with projects that are heading 'off the rails' and will give you ideas about how to maintain the momentum of your project.

WHO SHOULD ATTEND?

Anyone who has to run, control or participate in projects of all sizes. The briefing is particularly suitable for people who are asked to lead a project and who have limited formal training.

WHAT WILL IT COVER?

- Getting started – scoping the project and identifying deliverables
- Considering and communicating with interested parties
- Reviewing potential approaches
- Planning for quality, time and cost
- Communicating with the team
- Setting check points and reviewing progress
- Dealing with difficulties in the team
- Quickly identifying and resolving problems
- Solutions to help get the project back on target
- Reviewing outcomes and developing the team for future projects.

Dates and locations

Personal effectiveness – working smarter, not harder!

Cost: £30 (inc. VAT)

Location	Date
Wyboston	27 May
Harlow	31 May
Welwyn Garden City	01 Jun
Ipswich	09 Sep
Ely	16 Sep
Great Yarmouth	17 Oct

Assert yourself – how to be seen, heard and influence decisions

Cost: £30 (inc. VAT)

Location	Date
King's Lynn	15 Jun
Colchester	21 Jun
Hemel Hempstead	11 Aug
Bury St Edmunds	18 Aug
Luton	21 Sep
Peterborough	19 Oct

Making projects happen

Cost: £30 (inc. VAT)

Location	Date
Wyboston	31 May
Norwich	22 Jun
Ely	28 Jun
Colchester	05 Jul
Ipswich	01 Nov

To book call **0845 601 1000** or visit www.bookevents.org

See page 27 for our terms and conditions

Building and leading your team

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

Great team work is central to the success of your organisation. Excellent teams don't just happen – managers and team leaders have an essential role to play in developing teams to achieve maximum performance. This briefing outlines the stages of team development and what leadership style will work best at each stage. It will help you identify your teams' roles and explore ways to foster excellent teamwork through motivating in order to maximise performance.

WHO SHOULD ATTEND?

Business owners or managers and anyone responsible for team management.

WHAT WILL IT COVER?

- Examine leadership models
- The importance of a flexible leadership style
- The stages of team formation
- Clarify preferred team roles and understand how to use these to maximise team performance
- Highlight the importance of good communication
- Potential difficulties within the team and identifying appropriate solutions
- Identify what motivates you and your team at work
- Explore methods of increasing motivation and how to implement them.

Positive communication works

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

Communicating what you really mean to say and ensuring you are understood doesn't happen by chance. Whether you are talking to customers, colleagues or suppliers, how you do it can make all the difference in achieving a successful outcome.

You will learn how to quickly build rapport, identify the best way to communicate with others and to adapt what you do so you are a really effective and excellent communicator.

WHO SHOULD ATTEND?

Anyone who wants to discover ways to become an excellent communicator.

WHAT WILL IT COVER?

- Keys to communication
- What gets in the way of communication and what to do about it
- Using non-verbal communication for results
- How to get on the same 'wavelength' as the person you are talking to
- Understanding others' understanding
- Tips and techniques for positive communication
- Effective communication for sales
- Influencing skills
- Listening skills.

Negotiation skills – buying and selling at the right price

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

It is vital for the profitability of any business that you achieve the best deals when buying and selling. Everyone involved in these processes must be able to negotiate effectively. A profitable negotiation is about getting the deal that meets your needs and that of the other party. This briefing will explain negotiating behaviours and help you know what to do, what to look out for and how to agree a great deal. It covers preparation for the negotiation, planning and undertaking the meetings and interactions on a step-by-step basis.

WHO SHOULD ATTEND?

Business owners, managers of teams or any manager responsible for negotiating with contractors, suppliers and external organisations.

WHAT WILL IT COVER?

- Preparation for negotiation
- Working out what you want
- Key stages of negotiation
- Actions and behaviours for each stage
- How to avoid the pitfalls
- What to do if it starts to go wrong
- Tricks of the trade.

Dates and locations

Building and leading your team

Cost: £30 (inc. VAT)

Location	Date
Thurrock	03 Jun
Ipswich	20 Jun
Welwyn Garden City	01 Jul
Ely	04 Jul
Luton	21 Oct

Positive communication works

Cost: £30 (inc. VAT)

Location	Date
Norwich	27 Jun
Southend	07 Jul
Welwyn Garden City	09 Aug
Ely	28 Sep
Wyboston	03 Nov

Negotiation skills – buying and selling at the right price

Cost: £30 (inc. VAT)

Location	Date
Ipswich	24 Jun
Ely	07 Jul
Harlow	12 Jul
Luton	06 Sep
Norwich	04 Oct

To book call **0845 601 1000** or visit **www.bookevents.org**

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Planning for growth

Plan for success, in just four hours!

Most businesses are looking to grow but how can **you** make it happen? Planning for Growth is a highly acclaimed interactive workshop that will help you plan the growth of your business, delivered by people who actually understand business!

WHAT IS PLANNING FOR GROWTH?

Specifically designed for ambitious small business owners and managers with little available time, this 4 hour workshop will provide you with the skills and tools you need to take your business to the next level, improve your bottom line and increase your business value:

- Understanding aims and aspirations
- Defining key financial and market objectives
- Identifying issues and opportunities
- Developing a successful growth plan

In the last six months alone, over 600 businesses have already taken advantage of this workshop and their next step towards business growth.

SUPPORT BEYOND THE WORKSHOP

As well as support during the workshop, and the opportunity to network with like-minded people, you'll also benefit from the ongoing support of one of our experienced Small Business Advisers after the workshop, at no additional cost!

EXCEPTIONAL VALUE!

At just £30 (inc VAT) attending a Planning for Growth workshop should give you a return on your investment many times over.

Additional places per business are available at a cost of £125 (inc. VAT).

WHO SHOULD ATTEND?

The workshop is primarily for small business owners and managers. If you've been trading for at least one year and employ under five people, then the key to unlocking your potential is just one small step away...

“Planning for Growth is an excellent workshop. I now have a clear plan to grow my business”

TRACIE JACK, OPERATIONS DIRECTOR, SWIM-WITH-ME

How to book

You can choose from morning, afternoon or Saturday sessions at easy to reach locations across the East of England.

So if you're looking to grow your business and develop a competitive edge then simply call our Events Booking team on **0845 601 1000** or visit **www.bookevents.org** for information on available dates, venue locations and to make a booking.

Dates and locations

LOCATION	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE							
Luton		18 18			22 22		
CAMBRIDGESHIRE							
Cambridge		04	28 28				
Huntingdon				09 09			
Peterborough					06 06		
ESSEX							
Colchester		02 02					
Thurrock		14 14					
Chelmsford			19 19				
Billericay				11 11			
Thurrock					17		
HERTFORDSHIRE							
Hemel Hempstead	24 24						
Welwyn Garden City			05 05	25 25		08	
NORFOLK							
Hopton-on-Sea		07 07					
Norwich			23 23		20 20	18 18	
King's Lynn				16 16			
SUFFOLK							
Bury St Edmunds		16 16					
Ipswich			14 14		08 08		

“I was very impressed, the advice was invaluable in terms of taking the next steps in the growth of my company”

DARREN HICKEY, DIRECTOR, FELLOWSHIP PRODUCTIONS LIMITED

Weekday a.m. Weekday p.m. Saturday a.m. Saturday p.m.



An introduction to email marketing

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

takeITon. This practical workshop addresses the issues of using email marketing to boost lead generation and brand promotion, plus also covers 'getting personal' with clients.

WHO SHOULD ATTEND?

Owners, managing directors and CEOs of SMEs in either the retail, business-to-consumer or business-to-business markets. No prior knowledge of email marketing is required.

WHAT WILL IT COVER?

- What is email marketing?
- Making it work in your business
- Practical hints and tips
- Software solutions
- When is the best time to send marketing emails?
- Signature files and how best to use them.

Internet marketing – free/low cost ways to attract more customers

Registration: 9.00am Start: 9.30am Finish: 12.30pm
Networking lunch: 12.30pm – 1.30pm

takeITon. In order to attract more customers to your enterprise, a standard website alone is not enough. This briefing will give you a series of free/low cost ideas for marketing your small business online. After all, internet marketing is a great way of reducing your carbon footprint. Discover new ideas to boost your sales, without leaving your office.

WHO SHOULD ATTEND?

Business owners, managers and employees responsible for increasing customer numbers on a modest budget.

WHAT WILL IT COVER?

- The psychology of internet marketing – how the experts do it
- Using online networking to attract more customers
- Blogging – why it is so important
- How to get more visitors to your website and what to show them when they arrive
- How to encourage people to share their contact details
- How to generate more sales enquiries.

Social networking – what's all the fuss about?

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

takeITon. Is Twitter just for tweets and is Facebook just a fad? The simple answer is absolutely not. Social networking has already fundamentally changed the way we communicate, business to business and business to consumer. It's imperative that business owners understand and embrace this exciting technology.

This briefing will be conducted in plain English, not technical babble or complicated computer speak. This is your chance to hit the ground running and to discover the secrets to boosting your business through highly effective and targeted social media marketing.

WHO SHOULD ATTEND?

Business owners, proprietors of small businesses, managing directors, marketing directors, sales directors of SMEs and any customer-facing staff with a keen interest in helping their company succeed.

WHAT WILL IT COVER?

- Exactly what all the fuss is about
- The six major social networking disasters and how to avoid them
- What the fourth largest country in the world is and why that matters
- How to drive traffic to the right place at the right time for amazing results
- The importance of building relationships online – no, not dating!
- How to use social media correctly to up-sell
- How to integrate Twitter and Facebook into your marketing strategy
- The one thing that will kill your networks, and how to avoid it.

Dates and locations

An introduction to email marketing

Free of charge

Location	Date
Wyboston	15 Jun
Norwich	20 Jun
Huntingdon	12 Jul
Bury St Edmunds	17 Aug
Welwyn Garden City	14 Sep
Harlow	15 Sep

Internet marketing – free/low cost ways to attract more customers

Free of charge

Location	Date
Luton	24 May
Huntingdon	14 Jun
Southend-on-Sea	20 Jul
Norwich	09 Aug
Bury St Edmunds	22 Aug

Social networking – what's all the fuss about?

Free of charge

Location	Date
Thurrock	26 May
Peterborough	31 May
Welwyn Garden City	22 Jun
Ipswich	13 Jul
Norwich	26 Jul
Chelmsford	02 Aug
Huntingdon	05 Aug
Bedford	08 Sep
King's Lynn	21 Sep
Hemel Hempstead	28 Sep

To book call **0845 601 1000** or visit www.bookevents.org

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How to turn your website into a customer magnet

Registration: 9.00am Start: 9.30am Finish: 12.30pm
Networking lunch: 12.30pm - 1.30pm

takeITon. Do you currently have a website, but think that it could work harder for you? This briefing will show you how, by making small changes to your existing website, you could increase your customer base and improve your bottom line.

WHO SHOULD ATTEND?

Business owners, managers and employees of businesses who are thinking of launching a website, or want to improve their current one. No technical knowledge is required.

WHAT WILL IT COVER?

- How to structure an effective website
- Attracting more visitors to your website
- Using your website to keep in touch with customers and prospective purchasers
- How to get more sales enquiries from your website
- Selling more products and services online
- The opportunity to ask questions.

An introduction to online selling

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

takeITon. Thinking of selling online? Find out the key things you need to know to be successful. This practical briefing will address all the key issues involved in a decision to sell online – or not.

WHO SHOULD ATTEND?

Business owners, managing directors and CEOs of SMEs in the business-to-consumer and business-to-business markets. No prior knowledge of online selling or e-commerce is required.

WHAT WILL IT COVER?

- How do I assess the benefits of selling online?
- What are the challenges I will face?
- How do I select website software and software partners?
- How would I market my online shop?

An introduction to website analysis – how to make your website work harder

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

takeITon. This event looks at how to access the wealth of untapped information available to website owners, and how this can be used to improve your website and online marketing efforts. At the core will be Google Analytics' ability to analyse visitor behaviour; but we shall also look at a range of other free tools that can provide valuable information.

WHO SHOULD ATTEND?

Any website or business owner who wishes to take a more proactive approach to their website and online marketing. No prior knowledge of analytics or online marketing is required - the primary aim is to make useful information accessible to a non-technical audience.

WHAT WILL IT COVER?

- Background, how the web and search engines work, relevant terminology
- What is Google Analytics and how to install it
- Information available on visitors, sources of traffic, content and behaviour
- Where useful information can be found and what can be done with it
- An introduction to Google Webmaster tools and what can be learnt from them
- A selection of other free tools that can provide valuable market intelligence.

Dates and locations

How to turn your website into a customer magnet

Free of charge

Location	Date
Ipswich	19 May
Wyboston	09 Jun
Welwyn Garden City	12 Jul
Peterborough	14 Jul
Thurrock	22 Sep

An introduction to online selling

Free of charge

Location	Date
Hemel Hempstead	26 May
Wyboston	08 Jun
Peterborough	09 Jun
Ipswich	28 Jul
Norwich	08 Sep
Southend-on-Sea	14 Sep

An introduction to website analysis – how to make your website work harder

Free of charge

Location	Date
Great Yarmouth	02 Jun
Luton	23 Jun
Hemel Hempstead	19 Jul
Huntingdon	21 Jul
Ipswich	03 Aug

To book call **0845 601 1000** or visit www.bookevents.org

See page 27 for our terms and conditions

An introduction to pay-per-click advertising

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

takeITon. Online advertising overtook TV sales for the first time in September 2009. Google commands 80% of this market, with AdWords the dominant player in the pay-per-click (PPC) arena, delivering \$18+ billion in revenue for Google last year.

This session covers the key concepts that lie behind Google's advertising platform, and the skills required to master it.

WHO SHOULD ATTEND?

Senior business people, managing directors, owners, CEOs, directors and managers of SMEs.

No prior knowledge of online advertising is required.

WHAT WILL IT COVER?

- AdWords history and market share
- Online marketing model
- Google networks and advertising programmes
- Commanding Google's results page
- Natural versus paid search performance
- Key concepts in AdWords
- Foundations for success in pay-per-click (PPC)
- Designing your website for paid search visitors
- Practical next steps.

How to make search engines love you

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm

takeITon. SEO (search engine optimisation) is a vital part of your internet marketing strategy. This fast-paced event will show you practical, easy and free ways to increase your popularity with Google and other leading search engines. This will mean that more customers will be able to find you.

WHO SHOULD ATTEND?

This event is ideal for small business owners/anyone who looks after a small business website. Technical knowledge is not required.

WHAT WILL IT COVER?

- What is SEO and why is it important to your business?
- How does Google work?
- Inbound, outbound and internal links
- What makes a good link and where can you get links from?
- How to use social networking to build links
- Do's and don'ts of link building.

Health and safety in small businesses

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm



Health and safety law applies to all businesses, however big or small. The purpose is to prevent people being harmed or becoming ill because of work, by taking sensible precautions and providing a satisfactory working environment.

Implementing health and safety measures doesn't have to be time consuming or complicated. This briefing aims to give practical help and advice on understanding and complying with the law.

WHO SHOULD ATTEND?

Business owners, managers and any person responsible for day-to-day health and safety.

WHAT WILL IT COVER?

- Who has duties under the law
- Creating safer and healthier workplaces
- Assessing and managing the risks in the workplace
- How to carry out assessments when using hazardous substances
- Work at height
- Maintenance and examination of equipment
- Transport safety
- Employers Liability Compulsory Insurance
- Managing the risk from asbestos
- Slips, trips and manual handling
- Consulting with employees
- How to access free and competent advice.

Dates and locations

An introduction to pay-per-click advertising

Free of charge

Location	Date
Bury St Edmunds	25 May
Southend-on-Sea	15 Jun
Wyboston	14 Jul
Norwich	21 Jul
Welwyn Garden City	17 Aug

How to make search engines love you

Free of charge

Location	Date
Bury St Edmunds	07 Jun
Norwich	05 Jul
Huntingdon	02 Aug
Welwyn Garden City	04 Aug
Billericay	08 Sep

Health and safety in small businesses

Free of charge

Location	Date
Ipswich	15 Jun
Thurrock	26 Jul
Luton	10 Aug
Great Yarmouth	20 Sep
Huntingdon	13 Oct
Welwyn Garden City	20 Oct

To book call **0845 601 1000** or visit www.bookevents.org

See page 27 for our terms and conditions

Employing staff

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm



Recruiting and employing staff is a natural evolution for businesses. Making sure that you attract and recruit the right person for the job, provide them with the correct contract and manage them effectively can seem challenging. This interactive session provides the essential knowledge that will make these processes a lot easier.

WHO SHOULD ATTEND?

Business owners, managers and any person responsible for the day-to-day running of a team.

WHAT WILL IT COVER?

- Recruitment and induction
- Written statements and contracts
- Pay and holidays
- Working parents legislation
- Discipline and grievance policies
- Absence procedures
- Involving the workforce.

Default retirement age – the key points

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm



Subject to Parliamentary approval, the Default Retirement Age (DRA) is being phased out. Details are set out in regulations that came into force on 6 April 2011.

This short briefing is essential for those who need to understand the changes and how they might impact on policies, procedures and practices in their workplace. The briefing looks at the background to the changes, the key issues of managing staff without a default retirement age and the transitional arrangements.

WHO SHOULD ATTEND?

Business owners, managers or any person responsible for the day-to-day running of a team who have some knowledge and/or experience of the existing provisions, and wish to find out more about how the repeal of the DRA will impact upon their organisation or company.

WHAT WILL IT COVER?

- Age Discrimination – what the law says
- What are the changes to the default retirement age?
- Why is it changing?
- Employer justified retirement
- Managing the process without a default retirement age
- Disability discrimination
- What will a fair retirement look like?
- Fair reasons to dismiss
- Your policies and procedures – do they need changing?

Employment law update

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm



New employment law and ongoing case law creates a 'shifting sands' environment for employers. We understand how difficult it is for employers to keep abreast of changes, yet failure to do so can prove to be expensive in terms of your reputation as an employer and the potential for Employment Tribunal claims. In this training session we update you on changes to current legislation and give you a flavour of any new legislation in the pipeline, thus protecting you, your staff and your business.

WHO SHOULD ATTEND?

Business owners, managers and anyone who must ensure their business is complying with current employment regulations.

WHAT WILL IT COVER?

- New and current legislation
- Interesting case law
- Forthcoming legislation.

Dates and locations

Employing staff

Cost: £30 (inc. VAT)

Location	Date
Welwyn Garden City	15 Jul
Ipswich	13 Sep
Wyboston	14 Sep
King's Lynn	10 Oct

Employment law update

Cost: £30 (inc. VAT)

Location	Date
Hemel Hempstead	30 Jun
Wisbech	05 Jul
Bury St Edmunds	28 Sep
Luton	19 Oct
Harlow	21 Oct

Default retirement age – the key points

Cost: £30 (inc. VAT)

Location	Date
King's Lynn	24 May
Huntingdon	17 Jun
Bury St Edmunds	20 Jul
Welwyn Garden City	20 Sep
Wyboston	07 Oct
Chelmsford	04 Nov

To book call **0845 601 1000** or visit **www.bookevents.org**

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How to pitch for finance

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm - 1.00pm



Creating a positive first impression, understanding the numbers and having a well thought through strategy are key aspects of securing investment for your business from your bank. This interactive briefing will look at ways in which you can plan effectively to help your business become more sustainable and pitch for the finance you need.

WHO SHOULD ATTEND?

Business owners and directors who might be considering approaching their bank and who would benefit from looking at the structure of their approach.

Understanding finance for business

Workshop times vary depending on location



Looking for more than £10,000 funding? Not sure what options are open to you? Understanding finance for business is a step-by-step workshop and mentoring programme delivered free of charge by a team of entrepreneurs, investors and advisers, all of whom have a wealth of experience in working with early stage and growing companies.

HOW TO BOOK

Visit www.stjohns.co.uk/finance for more information or to book your place on a workshop. Alternatively call Miranda Edwards or Samantha Roe on **01223 420252** or email events@stjohns.co.uk.

WHAT WILL IT COVER?

- First impressions – how your business plan can help create a positive first impression
- Understanding the numbers – how to be on top of key numbers within your business
- Breadth of view – understanding how your local markets and the wider economic environment can help you
- Getting the right result – how to position a proposition; what to include and what to avoid
- Deepening the relationship – how to enjoy a constructive and progressive relationship with your bank.

WHAT WILL IT COVER?

- Understand the advantages/disadvantages of different types of finance
- Identify what is required to attract different types of finance, such as grants, bank loans, angel investment or venture capital funding
- See your business from an investor's perspective, eg what are they looking for from your business?
- Access tailored help from experienced mentors.

How to find and bid for public sector contracts

Registration: 9.00am Start: 9.30am Finish: 12.30pm
Networking lunch: 12.30pm - 1.30pm

This seminar is for anyone who wants to understand how public sector purchasing works. Whether you have tried and failed to win a public sector contract, or you would like an insight into how the system works, then this is the event for you. Our trainer has many years experience of public sector contracting and will pass on to you the hints and tips she has picked up along the way. 'Knowledge is power' and if you understand the process, you will be much more confident in the way you put together your tenders and proposals.

WHO SHOULD ATTEND?

Anyone responsible for writing tenders to gain new business. This briefing is also for anyone wishing to gain knowledge of public sector tendering.

WHAT WILL IT COVER?

- An explanation of the legislation covering procurement
- Where to find contract opportunities
- The difference between high and low value contracts
- How to make your organisation fit for tendering
- How to put together a tendering strategy
- Guidance on what to write
- Obtaining and using feedback
- Acquiring a winning edge.

Dates and locations

How to pitch for finance

Free of charge

Location	Date
Ipswich	28 Jun
Wyboston	11 Aug
Thurrock	17 Aug
King's Lynn	01 Sep
Ely	04 Oct
Bury St Edmunds	11 Oct
Welwyn Garden City	18 Oct
Norwich	02 Nov
Peterborough	03 Nov

Understanding finance for business

Free of charge

Location	Date
Cambridge	17 May
Norwich	02 Jun
Hatfield	07 Jun
Ipswich	09 Jun

How to find and bid for public sector contracts

Cost: £30 (inc. VAT)

Location	Date
Harlow	29 Jun
Norwich	27 Jul
Hemel Hempstead	08 Sep
Peterborough	22 Sep
Wyboston	11 Oct

To book call **0845 601 1000** or visit www.bookevents.org

See page 27 for our terms and conditions

Trade marks & copyright – what you absolutely must know

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

Intellectual Property (IP) is a set of legal rights that protect names, designs, innovative ideas, and creative works. Not knowing the essentials of IP, especially trade marks and copyright, can put a business at huge risk. This briefing explains the UK Government Intellectual Property system and will tell you what you can do to put your business on a sure footing, including practical tips on preventing or resolving conflicts regarding copying.

WHO SHOULD ATTEND?

Business owners, directors, business managers, marketing executives, web designers and anyone who wants to know more about trade marks and copyright.

WHAT WILL IT COVER?

- Differences between registered company names, domain names and registered trade marks
- Why trade mark register research is needed before trading under any new name
- How do I obtain a registered trade mark and should I be thinking of getting one?
- How do I stop someone copying my products, literature or website?
- Whether it's allowable to take anything from other people's websites or literature.

Growing income from social enterprise

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

A briefing aimed at showing existing and potential social enterprises how to increase their income and therefore their sustainability, and how to escape the dependency on grants and funding. Find out how to demonstrate that your social enterprise is the organisation of choice to deliver public and private sector contracts.

WHO SHOULD ATTEND?

Charities wishing to start a trading activity, voluntary sector organisations, community groups and social enterprises.

WHAT WILL IT COVER?

- Setting up a trading arm – the legal requirements
- Setting budgets to maximise income
- Identifying worthwhile trading ideas
- Pricing your product or service
- How to measure your social impact
- Using this information to market your products and services
- Collaborative working
- Finding and winning public sector contracts.

How to research your market

Registration: 9.30am Start: 10.00am Finish: 12.00pm
Networking lunch: 12.00pm – 1.00pm

This workshop will introduce market research and explain how it is a vital element in assessing the commercial viability of business ideas and planning an effective business strategy. It sets out the principles of good research, and aims to give practical ideas and cost-effective methods by which research can be done.

WHO SHOULD ATTEND?

Owner-managers and proprietors of small and new businesses with little or no experience of market research. It would also be a useful refresher for managers in established businesses who see the value in conducting market research.

WHAT WILL IT COVER?

- What is market research?
- Planning a market research project
- Market research methods
- Fieldwork
- Sampling
- Questionnaires
- Other research options
- Next steps action planning.

Dates and locations

Trademarks & copyright – what you absolutely must know

Cost: £30 (inc. VAT)

Location	Date
Great Yarmouth	01 Jun
Luton	07 Jul
Ely	19 Aug
Ipswich	15 Sep
Billericay	20 Sep

Growing income from social enterprise

Cost: £30 (inc. VAT)

Location	Date
King's Lynn	03 Aug
Ely	16 Aug
Luton	28 Sep
Hemel Hempstead	04 Oct
Billericay	12 Oct
Bury St Edmunds	18 Oct

How to research your market

Cost: £30 (inc. VAT)

Location	Date
Wisbech	24 May
Norwich	16 Jun
Luton	26 Jul
Chelmsford	06 Sep
Ipswich	20 Oct
Welwyn Garden City	02 Nov

To book call **0845 601 1000** or visit **www.bookevents.org**

Terms and Conditions

For chargeable briefings or workshops **payment must be made prior to attendance**, preferably by credit/debit card when booking. Please note that your place on a briefing or workshop may be cancelled without charge, providing you give us **at least 48 hours notice** prior to the start of the course. For both chargeable and free of charge events, if notice is received fewer than 48 hours prior to the course, a cancellation fee of £30 will be charged.