

START UP WORKSHOPS

APRIL 2011 – NOVEMBER 2011



Book yourself
on to a workshop that
will help your new business

Hit the headlines

THE PLACE TO GO FOR
START-UP SUPPORT





**Business
Link**

Business start up support to help you and your new business make the right headlines



**START UP
WORKSHOP**
Business Link

Whether you are new to the idea of becoming self-employed or starting your own business, or have recently started trading, Business Link offers the support you need to maximise your chances of business success.

New businesses that receive advice or support are known to have a much greater chance of survival and of going on to trade profitably, than those that do not. So, when starting out on your own, advice from someone who has been there and done it themselves can make the difference between success and failure.

Business Link's Starting a Business workshops have been designed so you can find out if becoming self-employed or a business owner is for you. They help you get the basics right first time and equip you with the key skills you need to run a successful business. The workshops are held across Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk, so you'll be able to join us at a venue near you.

They are all fully funded, and so free to you, with the exception of the Boot Camp Workshops.

Hit the headlines

Start up support services

Business Link services to help you on your way

Business tools

Start-up and business support services from Business Link

Starting a business workshops

Starting a business – Is it for me?

Starting a business workshops

Planning your business
Managing money and making a profit

Starting a business workshops

Finding and keeping customers

Additional workshops

Designed to inspire you and to develop new skills

Start up Boot Camp

Learn business skills in two intensive days

Workshop schedules and locations

How to book

All local Business Link services in this brochure can only be guaranteed until 25 November 2011.
For support beyond this date, you will need to contact the national Business Link website.

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84% of businesses that seek support from Business Link when starting out survive beyond their third year, compared to a national average of 66% of those who don't. Here's how we can help you:

Want answers to typical business questions, such as:

- How do I turn my idea into a viable business?
- Should I become a sole trader, incorporate a limited company, or find another trading solution?
- How do I find customers?
- When and how do I pay VAT?
- Who do I have to inform that I am going self-employed?
- Is there support for businesses with the potential to grow quickly?

Business Link provides a range of business tools and resources designed to make your business journey lead smoothly from start-up to success and growth. You can choose services that best suit your needs and ideal destination. You might wish to begin by using our website to find out what starting a business entails and what help is available. You could then attend one of our start-up workshops or follow up with one of our Business Link information advisers.

Whatever stage of your business journey you are at, Business Link is here to answer your questions, provide help and signpost you to other sources of enterprise support. You can access our online resources and interactive self-help tools whenever it suits your schedule at www.businesslink.gov.uk

Do you want to discuss your business issue with an adviser? For those that are about to start a business within the next 6 months, or small businesses that already employ between 1 to 5 people, our highly experienced telephone-based business advisers provide a

comprehensive, in-depth business advice and support service, from everyday business issues and challenges to planning for organisational growth. Call **08457 17 16 15**.

Business Link advisers can also help you access a wide range of products and services – such as market reports, fact sheets, mailing lists and credit reports – plus refer you to other specialist support agencies you might need on your business journey.

Once a clearer picture of your business emerges, we can help you identify the support you need. This may lead to further workshops, market data from our information team, vouchers to cover the cost of business advice and specialist support.



BUSINESS LINK'S START UP WORKSHOPS WERE INCREDIBLY HELPFUL WHEN WE STARTED OUT. NOW, AS WE EMBARK ON THE NEXT PHASE OF RECRUITABILITY'S GROWTH, BUSINESS LINK'S ASSISTANCE WILL FEATURE IN ALL OUR FUTURE PLANS.

Lucy Gilmour,
RecruitAbility

Business Tools: Start-up support services from Business Link

Get online and visit the Business Link website

Visit us at www.businesslink.gov.uk where you will find information on everything you need to know about starting and running a business.

Get on the phone and call our information service

Our experienced advisers are on hand to provide you with advice and guidance, as well as to help you access a huge range of business support resources.

Get out and join us at a free start-up workshop

Find out if starting a business is for you, and learn key business skills, by attending one of our free workshops held at venues near you.

Get financial support to pay for one-to-one advice

If you are eligible, you could benefit from Business Advice Vouchers that will pay for you to see an experienced adviser.

Get going faster by attending the Start up Boot Camp

If you are eager to get off to a flying start and will be employing staff then you could benefit from the two day residential Start up Boot Camp - www.startupbootcamp.org.uk.

Get online advice

If your business is more established, a Business Link online adviser may be able to talk through your plans and aspirations, and help you to create an action plan.



THE INTERACTIVE TOOLS REALLY HELPED ME CLARIFY MY THINKING AND I DISCOVERED THAT BUSINESS LINK OFFERED START-UP WORKSHOPS FOR PEOPLE AT THE SAME STAGE AS ME, WHO ARE JUST ABOUT TO START A BUSINESS BUT NOT SURE OF EXACTLY HOW TO GO ABOUT IT.



Andrew Hickson
Kingfisher Independent Funeral Services

For more information on how these valuable business support services could benefit your business call:

08457 17 16 15

Or visit us online at:

www.businesslink.gov.uk



*Please note that there is a charge of £95 for our Start up Boot Camp workshop and £30 for the Boot Camp Follow up sessions.

Starting a business – Is it for me?

Every year nearly half a million people in the UK start their own business and each one decides to start-up on their own for a variety of reasons. However, they all have one thing in common – they all started with just an idea.

Maybe you've already decided you want to start your own business but are unsure whether your idea is viable or if you really have what it takes. Maybe you want to explore what it is all about and need help to develop your idea.



HAVING ACCESS TO BUSINESS LINK EXPERTS WHO REALLY KNOW HOW THE FUNDRAISING PROCESS WORKS HAS BEEN INVALUABLE. THEIR HELP WITH OUR BUSINESS PLAN HAS BEEN FANTASTIC, AND WE WOULD NOT HAVE ALREADY RUN A SUCCESSFUL PILOT AND BEEN IN A POSITION TO SEEK FUNDING SO SOON, WITHOUT THE EXPERT INPUT FROM BUSINESS LINK'S ADVISERS.

Justin Ott
Cab4one

This free workshop will help you to:

- Gain an overview of what is involved in starting and running a business
- Understand the challenges and benefits of starting a business
- Decide what you want your business to give you
- Make an informed decision as to whether going into business is right for you
- Take your idea to the next stage using helpful tools
- Understand how Business Link can help

By the end of the workshop you will be able to:

- Understand what is involved in starting up on your own
- Gain support and ideas from fellow participants
- Complete an individual workshop action plan detailing your next steps
- Understand the Business Link package of support



Planning your business

Starting a business can be an exciting and challenging time. Every business needs careful planning to succeed. This workshop is designed to help and support you as you move towards launching your new business. It will show you the basics of business planning and will give you everything you need to know and do to give yourself the best possible chance of success.

This free workshop will help you to:

- Make sure you've thought of almost everything to start and run your business
- Develop a vision for your business and create a business plan

- Understand the basics of finance and where to go for finance (if you need it)
- Decide on the legal structure of your business – sole trader, limited company or another trading solution
- Understand your market and how to research it
- Compare your progress with what you had planned

By the end of this workshop you will have the information required to start preparing your business plan, choose how you want to trade and start marketing to your customers.

Managing money and making a profit

Your business will need investment, probably your own cash, to get started. Once up and running, you will want to maximise profits so you can achieve your financial ambitions. This workshop is designed to provide you with the financial skills and compliance information you need to cost your business launch and start making profits.

This free workshop will cover:

- Financial and accounting basics like profit and loss, balance sheets and cashflow
- Start-up and running costs, enabling you to conduct a break-even analysis
- How to create and maintain your financial records with basic book-keeping
- The legal and statutory record-keeping requirements of running a business

By the end of the workshop you will be able to understand the fundamental financial aspects involved in running a business. Your updated knowledge will include how to run your business compliantly, understanding how to calculate profits, knowing the importance of maintaining cashflow and financial records.



I WOULDN'T HAVE KNOWN WHERE TO START IF I HADN'T ATTENDED BUSINESS LINK'S EXCELLENT START UP WORKSHOPS. THE MARKETING AND FINANCE WORKSHOPS WERE PARTICULARLY USEFUL AND ALSO COVERED THE VARIOUS OPTIONS OF HOW I COULD RAISE FINANCE.



Zia Choudhury
The Serious Sausage Company

Finding and keeping customers

Without paying customers, you don't have a business, so you need to understand your market, who it is, what it wants and why it should buy from you. This workshop is designed to provide you with the market research, marketing and sales skills you need to generate a healthy and sustainable sales turnover.

This free workshop will cover:

- Market research, customer needs and the features and benefits you offer
- Identifying your competition and why your customers will buy from you, not them
- Marketing and pricing strategies, and creating marketing plans
- Marketing and sales techniques to promote your business

By the end of the workshop you will be able to:

- Carry out your own market research
- Know what you need to do to promote your business
- Understand basic tried and tested sales techniques
- Know how to tap in to further Business Link support

Case study: **ABC Life Support**

Danielle Bruce has always been passionate about first aid so she gave up her career as an office manager in London and went to work for St John's Ambulance. There she trained to become an instructor in first aid and health and safety. After leaving to bring up her young family she launched her own first aid training company, ABC Life Support, which offers training in paediatric first aid.

"I had lots of questions about how best to go about launching, which is when I called Business Link. I spoke to an adviser who, if she couldn't answer my questions directly, always knew someone who could.

The best thing I did was spend 90 minutes with a marketing expert, paid for by a Business Advice Voucher. We talked about how to market my business, which avenues would be the best for me and also ran through a checklist of key issues. It was all really useful, practical advice that I could implement without spending the earth!"

free!

ADDITIONAL WORKSHOPS

Designed to inspire you and develop your knowledge

The following workshops complement the Starting a Business workshops on pages 6-8 and are designed to inspire as well as provide you with practical business advice and information. They are part of the wider range of workshops Business Link offers if you are thinking of starting a business, or have recently started trading.

Business ideas

Want to be your own boss but don't yet have a business idea? This workshop is designed to provide you with proven techniques to generate ideas for your new business.

This free full-day workshop will cover:

- Why you want to start a business and your personal profile
- How to generate ideas and sources of business opportunities
- Where to find customers

By the end of this workshop you will have the skills and inspiration to generate and evaluate a range of new business options.

Buying a franchise

Investing in a franchise can be a quick way of starting a new business. This workshop is designed to tell you the basics about franchising and help you discover whether it's a route for you.

This free half-day workshop will cover:

- What a franchise is and how it works
- How to complete a personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to tell if franchising is right for you
- The franchising model, how the finances work and the franchise relationship

By the end of this workshop you will understand the basics of franchising and whether a franchise is the right business model for you to adopt.

Using the web in your business

No business can survive without some kind of online presence, but what kind of website is right for you? This workshop is designed to show you how to plan your new website.

This free full-day workshop will cover:

- Why you need a website and how you can create it, including hiring agencies
- Web basics like hosting, email, domain names, search engines and keywords
- Using social networking for business, and monitoring and evaluating results

By the end of this workshop you will be familiar with the basics of doing business online and understand how to develop the best approach for your business.

Start up Boot Camp

Intensive support for high fliers

Are you a high flying entrepreneur with a business idea, or existing business just launched, that has the potential to employ staff by the third year of trading? Have you the determination and desire to succeed?

If so, Business Link's Start up Boot Camp will maximise the chances of your business reaching high altitude.

Boot Camp only accepts people with ambition and drive backed-up with a strong business proposition. If accepted, you will learn the most important skills for getting your business off the ground quickly and sustainably.

The two-day residential Boot Camp will cover:

- Research, sales and finance, business planning and marketing
- Networking and creating compelling elevator pitches
- How to build the right team around you

By the end of the Boot Camp the Business Link team will have equipped you with all the skills you need to achieve fast growth whilst maintaining full control of your business.

But our support does not end there. Having completed the Boot Camp, if your business satisfies eligibility requirements, **you will also receive:**

- Ongoing support from Business Link advisers and researchers
- Eligible businesses will gain access to further business advice and consultancy support up to a value of £2,000

Forthcoming Boot Camp dates:

- 5-6 May
- 13-14 June
- 21-22 July
- 1-2 September

Please contact the booking service on 0845 601 1000 or visit www.startupbootcamp.org.uk

The heavily subsidised Boot Camp costs just £95, including VAT. This covers overnight hotel accommodation, lunches, an evening meal and refreshments, plus two days of intensive interactive workshops and a comprehensive workshop handbook.

Already attended a Boot Camp?

If you have already been on a Boot Camp you will be aware of the benefits and knowledge you can gain. However, we understand that this is just a start, and that continuity of support for you and your business is important because as your business develops new questions and challenges emerge. This is why we are running Boot Camp Follow up sessions.

The overwhelming feedback from Boot Camp delegates tells us that you want the chance to not only meet Business Link advisers again but to participate in more focused workshop sessions, and also network and compare experiences with other Boot Camp delegates.

- Review progress
- Develop further contacts
- Identify further support
- Only £30 contribution to the cost of the event.
- Only open to previous Boot Camp delegates

If you have already benefited from the Boot Camp programme, **contact the booking service on 0845 601 1000 or visit www.startupbootcamp.org.uk**



For more information about the Business Boot Camp and Follow up sessions, call our events team on **0845 601 1000** or visit **www.startupbootcamp.org.uk**

START UP BOOT CAMP NOW BOARDING



**STEPHEN
HEMBLING**
Deben
Diagnostics

Case study:

Start-up support for medical diagnostics firm leads to swift success in testing times

Just three months after launching medical products firm Deben Diagnostics Stephen and Julia Hembling achieved their annual sales forecasts. They credit Business Link's Start-Up Boot Camp and ongoing support with helping make their firm such a success.

"I'd worked in export sales for large companies when at a local event I got chatting to someone from Business Link about starting a business and they suggested I look at their Start-Up Boot Camp.

"The event looked perfect for someone like me. I had commercial expertise and was really keen to start my own medical products export business, but had no experience of starting and running a business.

"Discussing my business idea at the Boot Camp was a huge confidence boost. I knew I already had all the right contacts in the healthcare export trade, but I also learned that I had a good business model.

"I immediately incorporated Deben Diagnostics and got the business underway as a limited company. I now already have major aid agencies and non-governmental organisations as clients and sales quickly exceeded my original forecasts."

Workshop schedules

Starting a business – Is it for me?

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Bedford	11	27	24	06	18	23	13	19
Biggleswade	20	06	18	13	05	09	21	
Dunstable/Markyate	21	09	21	03	15	12		03
Leighton Buzzard	18		10	22		03	29	
Luton	13	04	13	26	08	20	27	
CAMBRIDGESHIRE								
Cambourne	08	27	24	11	21	07	02	06
Cambridge	19		13	29	20	25	20	13
Ely	13		10	07	27	14	17	16
Huntingdon			05	03	23	11	11	12
Peterborough	04	20	18	16	05	26	31	24
ESSEX								
Basildon	18			20	23	23		12
Braintree			18	14	18	17	27	
Brentwood	20		25	23	27	25		19
Chelmsford	04		10	07	06	10	15	
Clacton-on-Sea	11		16	11	13	12	24	
Colchester	27		27	27		02	01	26
Epping	15		20	16		20		04
Harlow			07	03	04	08	12	
Southend-on-Sea			04	01	30	05	06	
Tilbury and Grays	07		12	09		11	15	19
HERTFORDSHIRE								
Bishop's Stortford	15		24	25		04		05
Harpenden			04	04	11		01	24
Hatfield	08		17	16	30		21	
Hemel Hempstead	12		21	21		10	29	

■ Weekday morning
 ■ Weekday afternoon
 ■ Weekday evening
 ■ Saturday morning



Call **0845 601 1000** or visit www.bookevents.org to book

Starting a business – Is it for me? (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
HERTFORDSHIRE (Cont'd)								
Letchworth		06	07	18				01
St Albans		10	09	22		10		08
Stevenage	05	13	13	26		16		
Watford	19	26	28		16		13	
Welwyn Garden City	27		01	04	24		19	
NORFOLK								
Cromer	12	04 24	16		05		06	
Diss	21	13	03	04		05		
Fakenham	26	16	07	13		13		02
Great Yarmouth	05	06	01	07		08	13	
King's Lynn	06	21	18	25		28		
Norwich	18	11	01 25		24		18	
Thetford	28	10	09	21		23		
SUFFOLK								
Bury St Edmunds	12	11	07	06	08		26	
Felixstowe	18	17	15	19	25		11	
Ipswich		04 26	23	28		15	19	
Lowestoft		14	20	21		05		03
Newmarket	04	10	01 30		02	21	24	08
Sudbury	15 27	17	10	13	16		06	01

■ Weekday morning
 ■ Weekday afternoon
 ■ Weekday evening
 ■ Saturday morning

All dates and timings are correct at the time of printing. Please go online or contact the Events Team for the latest information on extra workshops that may not have been included in this brochure. Please note that for any workshop cancellations that are received 48 hours or less prior to the workshop, we reserve the right to charge a £30.00 cancellation fee.

Planning your business

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Bedford	20	18	07 14 12			08	05 11	
Biggleswade		13	28	26		28		
Dunstable/Markyate		05	23	20		20		
Leighton Buzzard	07	23			04			
Luton	11		03	07	18		27	
CAMBRIDGESHIRE								
Cambourne			24		04	22		04
Cambridge	21	11 25		06	26		20	
Ely	26		08	15		08	07	
Huntingdon		04	13	28		14 27		
Peterborough	12	19	30		15		25	
ESSEX								
Basildon		10				13		
Braintree	27		29	26	31			
Brentwood		17				21		
Chelmsford	12		10		09		18	
Clacton-on-Sea	21	19	21	21	24			
Colchester						30		
Epping		03				07		
Harlow			02	05	01		25	
Southend-on-Sea		24					11	
Tilbury and Grays	19		15	13	19			
HERTFORDSHIRE								
Bishop's Stortford		10		13		28		
Harpenden		25			05			04
Hatfield	20			01		07		
Hemel Hempstead		05		07		15		
Letchworth			02		11			
St Albans			14		20			
Stevenage	13		22			02		

■ Full weekday
 ■ Full day Saturday



Call **0845 601 1000** or visit www.bookevents.org to book

Planning your business (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
HERTFORDSHIRE (Cont'd)								
Watford		12		20			18	
Welwyn Garden City		18		28			31	
NORFOLK								
Cromer		20				30	26	
Diss	18		09			15		
Fakenham	27		13		03			
Great Yarmouth	08	17		11				07
King's Lynn		09	22		18			
Norwich	13		02	19		06		
Thetford		03	17				11	
SUFFOLK								
Bury St Edmunds		12		01		08	25	
Felixstowe		05	22		31		20	
Ipswich	21		14		18		10	
Lowestoft	11		06		10		05	
Newmarket		25		26		28		
Sudbury		19		11		19		04

 Full weekday

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Managing money and making a profit

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Bedford		17	23	14	09			
Biggleswade	19		02	06		27		
Dunstable/Markyate	13	25	29					
Leighton Buzzard	27		09				13	
Luton		11	16	28		14		02
CAMBRIDGESHIRE								
Cambourne		17	22		23			
Cambridge		05	09	27			03	31
Ely	27		01	13		13		
Huntingdon	14	26		04		05		
Peterborough		13	15		08		18	
ESSEX								
Basildon			01					09
Braintree		11		12		08	27	
Brentwood			09					
Chelmsford	19			06			05	
Clacton-on-Sea		06		02	18		19	
Colchester			15	20		15		
Epping		25						02
Harlow			22		02			
Southend-on-Sea			20	28		24		
Tilbury and Grays	27				23		13	
HERTFORDSHIRE								
Bishop's Stortford		12		15		08		
Harpenden			01				07	
Hatfield	18		25		25			
Hemel Hempstead		04		05		01		
Letchworth			07		04		25	
St Albans					12			
Stevenage	11		16		18			

■ Weekday morning
 ■ Weekday afternoon
 ■ Weekday evening
 ■ Saturday morning



Call **0845 601 1000** or visit www.bookevents.org to book

Managing money and making a profit (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
HERTFORDSHIRE (Cont'd)								
Watford		19		22		14		
Welwyn Garden City		26		26		23		
NORFOLK								
Cromer		23		27			28	
Diss	19		14			09		
Fakenham		06	20			21		
Great Yarmouth			02		10			03
King's Lynn		17		08			19	
Norwich	11		06		23			
Thetford		18	30				04	
SUFFOLK								
Bury St Edmunds	19		08	25				
Felixstowe	12		02				04	21
Ipswich		23		05		16		
Lowestoft		18	28			07		
Newmarket		13	23		22			
Sudbury		04	13		09			

■ Weekday morning ■ Weekday afternoon

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Finding and keeping customers

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Bedford		17	23	14	09			
Biggleswade	19		02	06		27		
Dunstable/Markyate	13	25	29					
Leighton Buzzard	27		09				13	
Luton		11	16	28		14		02
CAMBRIDGESHIRE								
Cambourne		17	22		23			
Cambridge		05	09	27			03	31
Ely	27		01	13		13		
Huntingdon	14	26		04		05		
Peterborough		13	15		08		18	
ESSEX								
Basildon			01					09
Braintree		11		12		08	27	
Brentwood			09					
Chelmsford	19				13		05	
Clacton-on-Sea		06			18		19	
Colchester			15	20		15		
Epping		25						02
Harlow			22		02		01	
Southend-on-Sea			20	28				
Tilbury and Grays	27		25		23		13	
HERTFORDSHIRE								
Bishop's Stortford		12		15		08		
Harpenden			01	30			07	
Hatfield	18				25			
Hemel Hempstead		04		05		01		
Letchworth					04		25	
St Albans			11		12			
Stevenage	11		16		18			

■ Weekday morning
 ■ Weekday afternoon
 ■ Weekday evening
 ■ Saturday morning



Call **0845 601 1000** or visit www.bookevents.org to book

Finding and keeping customers (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
HERTFORDSHIRE (Cont'd)								
Watford		19		22		14		
Welwyn Garden City		26		26		23		
NORFOLK								
Cromer		23		27			28	
Diss	19		14			09		
Fakenham		06	20			21		
Great Yarmouth			02		10			03
King's Lynn		17		08			19	
Norwich	11		06					
Thetford		18	30		23		04	
SUFFOLK								
Bury St Edmunds	19		08	25				
Felixstowe	12		02				04	21
Ipswich		23		05		16		
Lowestoft		18	28			07		
Newmarket		13	23		22			
Sudbury		04	13		09			

Business ideas

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Biggleswade				18				
Luton			21					
CAMBRIDGESHIRE								
Cambourne			28					
Ely						28		
Huntingdon		12						

■ Weekday morning
 ■ Weekday afternoon
 ■ Full weekday

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Business ideas (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
ESSEX								
Chelmsford							20	
Colchester					16			
Harlow	14							
Southend-on-Sea			13					
HERTFORDSHIRE								
Stevenage		11						03
Watford				14				
Welwyn Garden City						13		
NORFOLK								
Cromer		19						
Diss			24					
Fakenham						26		
King's Lynn	14							
SUFFOLK								
Felixstowe		12						
Ipswich				07				
Lowestoft						29		

Buying a franchise

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Bedford		12						
CAMBRIDGESHIRE								
Cambridge			13					
ESSEX								
Chelmsford		17						
Colchester						29		

■ Weekday morning ■ Full weekday

All dates and timings are correct at the time of printing. Please go online or contact the Events Team for the latest information on extra workshops that may not have been included in this brochure. Please note that for any workshop cancellations that are received 48 hours or less prior to the workshop, we reserve the right to charge a £30.00 cancellation fee.



Call **0845 601 1000** or visit www.bookevents.org to book

Buying a franchise (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
HERTFORDSHIRE								
Letchworth			24					
NORFOLK								
King's Lynn								09
Norwich				05				
SUFFOLK								
Bury St Edmunds					15			

Using the web in your business

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
BEDFORDSHIRE								
Bedford	12	26	15	07		23		04
Biggleswade		10	24		17		31	
Dunstable/Markyate		19	30	13		05		09
Leighton Buzzard		04			11	15	17	
Luton	19		07	19	01		06	
CAMBRIDGESHIRE								
Cambourne	15		17		01	26		
Cambridge			02	08		07	21	03
Ely		04	23	28	30		12	
Huntingdon	20	17	22		16		05	07
Peterborough		09	06	19		15	26	
ESSEX								
Basildon		18		19		14		
Braintree		09		07		02		
Brentwood		26		25		22		
Chelmsford	06		21		17			
Clacton-on-Sea		05		01	26			
Colchester			04		03	28		
Epping		13		15		09		

■ Weekday morning
 ■ Full weekday
 ■ Full day Saturday

Using the web in your business (Cont'd)

LOCATION	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
ESSEX (Cont'd)								
Harlow			14		12		18	
Southend-on-Sea			08		10		06	
Tilbury and Grays	16		28		22			
HERTFORDSHIRE								
Bishop's Stortford		16		02	31			
Harpenden			03	23		27		
Hatfield	14		23		17			
Hemel Hempstead		07	29		23			
Letchworth			08	29				
St Albans			15		03			
Stevenage	06		20		09			
Watford		20		12		09		
Welwyn Garden City		27		19		19		
NORFOLK								
Cromer			03		02		21	
Diss		05		07		21		
Fakenham	20		28			07		10
Great Yarmouth		19		20			12	
King's Lynn			09		16		27	
Norwich		11		15		27		
Thetford	11		20			02		04
SUFFOLK								
Bury St Edmunds	14		16		17		17	
Felixstowe			09		03		12	
Ipswich		27		14		30		10
Lowestoft		16		04		20		07
Newmarket		06	29			09		02
Sudbury	20		21			01	26	

■ Full weekday ■ Full day Saturday

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Call **0845 601 1000** or visit www.bookevents.org to book

Book now

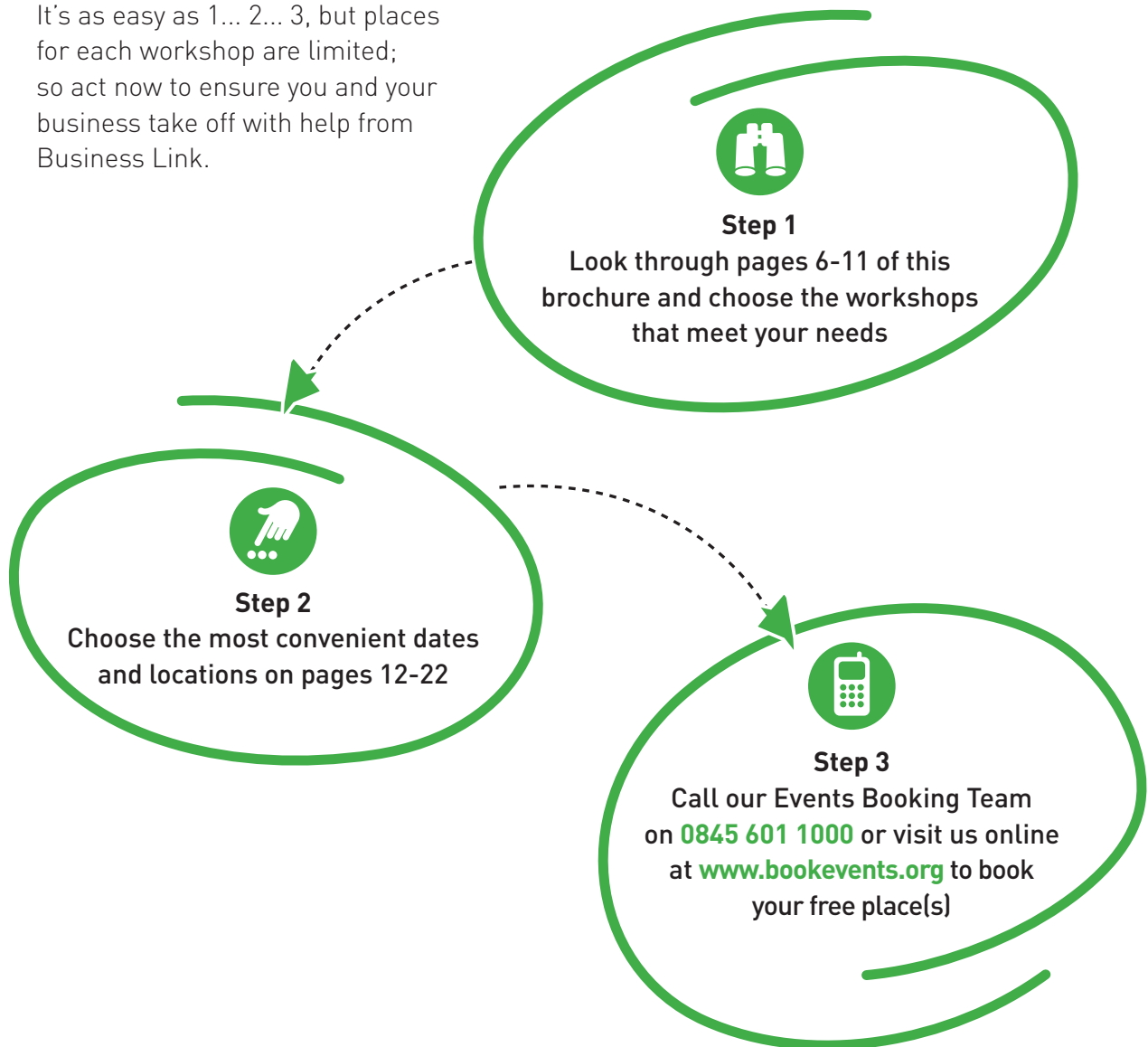
onto a workshop that can help you and your business make the right headlines

Our easy-to-reach venues

Business Link workshops are held in over 40 locations across the East of England, so there is always a workshop at a venue convenient for you.

How to book

It's as easy as 1... 2... 3, but places for each workshop are limited; so act now to ensure you and your business take off with help from Business Link.



Get off to a flying start

Solutions
for Business

Funded by
Government

Are you looking to build a strong solid business that will employ staff? Then you could achieve vertical lift-off with help from Business Link's Start up Boot Camp



- Does your business idea or new business have growth potential?
- Do you see your new business needing to employ people within the next 2-3 years?
- Are you an entrepreneur with the drive and determination to make this happen?
- Would you benefit from learning how to launch and manage a business in two intensive days?

Then you may be eligible for a place on Business Link's exclusive Start up Boot Camp.

To find out more call **0845 601 1000** or visit **www.startupbootcamp.org.uk**



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