



Business Training Programme

April 2021 – September 2021

Free Webinars Covering:

- ▶ Marketing Your Business
- ▶ Leadership Skills
- ▶ Website Management
- ▶ Digital Skills
- ▶ Social Media Skills
- ▶ Sales Management
- ▶ Financial Controls
- ▶ Start Up Management
- ▶ SEO Management



Inspire, Develop &
Support Business in Fife

www.businessgatewayfife.com

Training Webinars

April 2021 – September 2021

Regardless of whether you are a start up business or an established business, Business Gateway Fife offers a programme of free courses and workshops covering various subjects to help you develop your skills and take your business to the next level.

The fully funded events cover a range of subjects to help you manage your finances, improve your IT, develop your social media skills and importantly, get more customers.

An Introduction to Running Your New Business

A short, informal session where you can find out more about setting up your own business and becoming self-employed. Find out how to set up your business, any legal requirements that you may need to put in place and identify any resources you may need.

07/04/2021	Online	6.00pm-6.30pm
20/04/2021	Online	2.00pm-2.30pm
06/05/2021	Online	6.00pm-6.30pm
19/05/2021	Online	2.00pm-2.30pm
01/06/2021	Online	6.00pm-6.30pm
17/06/2021	Online	2.00pm-2.30pm
07/07/2021	Online	6.00pm-6.30pm
20/07/2021	Online	2.00pm-2.30pm
03/08/2021	Online	6.00pm-6.30pm
18/08/2021	Online	2.00pm-2.30pm
07/09/2021	Online	6.00pm-6.30pm
23/09/2021	Online	2.00pm-2.30pm

Start Up Workshops

These workshops cover the basics of self-employment, from business planning, finance, marketing and information technology. Aimed at individuals who are looking to set up their business in the next few months.

BUSINESS PLANNING/FINANCE/MARKETING WORKSHOP

This workshop covers the business planning process including how to prepare your business plan, produce a cashflow forecast and find out what sources of finance are available. You will also find out about marketing, how to identify your target customers, the strengths and weaknesses of your competitors and how to carry out basic market research.

12/04/2021	Online	6.00pm-8.00pm
04/05/2021	Online	6.00pm-8.00pm
07/06/2021	Online	6.00pm-8.00pm
05/07/2021	Online	6.00pm-8.00pm
16/08/2021	Online	6.00pm-8.00pm
08/09/2021	Online	6.00pm-8.00pm

NEWLY SELF EMPLOYED - THE BASICS

Find out how to register your business with HMRC, what is meant by employment status and the different classes of NI contributions. You will also find out how to create and maintain a basic record keeping system and understand the tax return cycle, payments to HMRC and possible penalties.

07/04/2021	Online	09.30am-11.30am
12/05/2021	Online	09.30am-11.30am
22/06/2021	Online	09.30am-11.30am
13/07/2021	Online	09.30am-11.30am
17/08/2021	Online	09.30am-11.30am
15/09/2021	Online	09.30am-11.30am

WANT TO ACCESS NEW MARKETS?

Raise your company's profile through the Trade Development Programme
businessgatewayfife.com/tdp

Planning to start your own business?



Take the first step to getting **FREE** one-to-one advice from Business Gateway Fife by simply visiting:



www.businessgatewayfife.com/lets-start

Leading Your Business Through Economic Recovery

We are launching a new leadership programme to support women in leading Fife businesses through the impacts of Covid-19 to economic recovery. The programme is designed for women business owners wishing to set a path to business recovery and growth.

We will help women assess their operating environment and strategically analyse their businesses using a range of models and tools. Participants will have the opportunity to identify their own leadership style and develop their leadership and management skills to fully embed their learning in their business. Ensuring that strong plans are activated for business recovery and growth.

VISION & WHAT THAT MEANS FOR YOUR BUSINESS DURING COVID19 (1 OF 4)

The first session will allow participants to build their vision of what recovery and growth look like for them in the context of their business and their life. We will enable businesswomen to set goals for business recovery and growth.

23/04/2021 Online 10.00am - 4.00pm

LEADERSHIP & MOTIVATING OTHERS (2 OF 4)

Whether you have a large team or are a sole trader, we'll look at leadership styles and communication skills to enable you to communicate assertively and with confidence. We'll work with you to create your own personal development plan to build your confidence in leadership.

14/05/2021 Online 10.00am - 4.00pm

MANAGING CHANGE (3 OF 4)

Drawing on research from the fields of management, neuroscience and psychology, we'll look at how to manage change effectively.

28/05/2021 Online 10.00am - 4.00pm

LEADING FOR SUCCESS (4 OF 4)

We'll help you put all of the knowledge and skills from earlier sessions together to develop your own action plan for recovery and growth and evaluate performance.

14/06/2021 Online 10.00am - 4.00pm



Helping Your Finances

BEGINNERS GUIDE TO BUSINESS EXPENSES & CAPITAL ALLOWANCES

Find out what are allowable business expenses and how to work out your tax allowances. Recognising the most common types of allowable business expenses, the different ways to work out your motoring expenses and the capital allowances for cars and other vehicles.

27/04/2021	Online	09.30am-11.30am
25/05/2021	Online	09.30am-11.30am
30/06/2021	Online	09.30am-11.30am
21/07/2021	Online	09.30am-11.30am
24/08/2021	Online	09.30am-11.30am
29/09/2021	Online	09.30am-11.30am

BEGINNERS GUIDE TO 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.

12/04/2021	Online	09.30am-11.30am
03/05/2021	Online	09.30am-11.30am
07/06/2021	Online	09.30am-11.30am
05/07/2021	Online	09.30am-11.30am
16/08/2021	Online	09.30am-11.30am
14/09/2021	Online	09.30am-11.30am

Getting More Customers

Marketing Events

MARKETING YOUR BUSINESS

This workshop will help you create a realistic marketing plan. It is designed to improve how you market your business and increase sales.

10/05/2021	Online	09.30am-11.30am
12/07/2021	Online	09.30am-11.30am
06/09/2021	Online	09.30am-11.30am

ADVERTISING & PROMOTION

This workshop will give you the knowledge and skills you need to identify the best methods of promotion for your business and to produce an advertising plan to boost sales.

17/05/2021	Online	09.30am-11.30am
19/07/2021	Online	09.30am-11.30am
13/09/2021	Online	09.30am-11.30am

MASTERING SELLING

This course aims to improve your selling skills, thereby increasing sales. By the end of the workshop you will have a better understanding of why people buy, improved persuasive skills and more confidence in successful selling techniques.

24/05/2021	Online	09.30am-11.30am
26/07/2021	Online	09.30am-11.30am
20/09/2021	Online	09.30am-11.30am



GET THE RIGHT FINANCIAL SUPPORT FOR YOUR BUSINESS

There is an extensive range of funding solutions that we can help you access.

businessgatewayfife.com/finance

Online Marketing Events

GET REAL RESULTS FROM YOUR WEBSITE

This workshop aims to give you the expertise necessary to make your website successful.

08/06/2021	Online	09.30am-11.30am
08/09/2021	Online	09.30am-11.30am

IMPROVE YOUR SEARCH ENGINE RANKING

This workshop can help to give you the expertise of how search engines prioritise results. By the end of the workshop you will have the relevant knowledge to enable you to improve your search engine positioning.

22/06/2021	Online	09.30am-11.30am
22/09/2021	Online	09.30am-11.30am

BEGINNERS GUIDE TO TRADING ONLINE

This webinar aims to enable you to set up and manage an effective online trading presence. By the end of the workshop you will be able to draw up a detailed action plan to set up your online trading presence.

20/04/2021	Online	09.30am-11.30am
11/08/2021	Online	09.30am-11.30am

WORDPRESS FOR BEGINNERS

Introduction to WordPress, creating a site using a standard WordPress theme. This course will cover the basics of creating a simple WordPress site including a blog, additional pages and navigation. We will also look at the minimum security requirements to keep your site safe.

13/04/2021	Online	09.30am-11.30am
09/06/2021	Online	09.30am-11.30am
03/08/2021	Online	09.30am-11.30am

7 STEPS TO PROMOTE YOUR BUSINESS

This workshop helps delegates understand how PR, content marketing and social media merge and how to identify, organise and action the right moves to promote their businesses.

27/05/2021	Online	09.30am-11.30am
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WORDPRESS INTERMEDIATE

On this course we look at selecting and installing themes, security in more depth, extending your WordPress site functionality by selecting and installing plugins, search engine optimisation, Google Analytics, contact forms.

04/05/2021	Online	09.30am-11.30am
07/07/2021	Online	09.30am-11.30am
07/09/2021	Online	09.30am-11.30am

PRODUCE YOUR OWN VIDEO CONTENT - PROFESSIONALLY

This enlightening workshop will show you how to present your video content professionally and how you already have the tools in your hands – literally!

17/06/2021	Online	09.30am-11.30am
21/09/2021	Online	09.30am-11.30am

MANAGING YOUR ONLINE REPUTATION

We all likely know just how powerful word-of-mouth marketing can be. When done right it has the power to transform our business by turning our customers into an unpaid sales force, who will gladly share their experience of dealing with our organisation to anyone who will listen, influencing the purchasing behaviour of many other people.

23/06/2021	Online	09.30am-11.30am
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TRIPADVISOR MARKETING AND ONLINE REVIEW MANAGEMENT

This half day workshop will help you get started with TripAdvisor or optimise your existing listing, review both free and paid tools offered by the platform and highlight ways to encourage more reviews. It will also explore other online review platforms.

18/05/2021	Online	09.30am-11.30am
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WANT TO WIN PUBLIC SECTOR CONTRACTS?

The Public Sector spends millions of pounds with small businesses like yours – see how to get your share at businessgatewayfife.com/sdp

- FREE tender training
- Tendering process support
- FREE Webinars

www.businessgatewayfife.com/events

Get More From Social Media

MARKETING WITH SOCIAL MEDIA - BASIC

This course introduces delegates to social media for business and explains how it fits in with their overall marketing strategy. Find out how to identify the best choice for your business, work out what sort of content to post and how to measure the effectiveness of your efforts.

21/04/2021	Online	09.30am-11.30am
15/06/2021	Online	09.30am-11.30am
18/08/2021	Online	09.30am-11.30am

MARKETING WITH SOCIAL MEDIA - ADVANCED

This course takes the experienced social media user to the next level. From examining a wider range of social media channels, assessing social media management tools through to monitoring your competitors. You'll also find out about the metrics you should be watching and get top tips on the rules you shouldn't break.

28/04/2021	Online	09.30am-11.30am
29/06/2021	Online	09.30am-11.30am
25/08/2021	Online	09.30am-11.30am

ADVERTISING WITH SOCIAL MEDIA

Want to quickly build a relevant fan base or an active email list? Want to generate sales straight away?

If the answer to these questions is yes, you should consider using paid social media advertising to help supplement your organic activities, in order to achieve your business objectives. If you don't understand how advertising works across the main social media channels you could end up wasting a lot of money. The aim of this workshop is to give you a basic understanding of how advertising works on social media, with particular reference to the big three channels, Facebook, Twitter and LinkedIn.

06/04/2021	Online	09.30am-11.30am
28/07/2021	Online	09.30am-11.30am

SOCIAL MEDIA INSIGHTS

Counting how many likes you have on Facebook doesn't give a clear idea of how well you're doing with social media. This seminar looks at many of the other numbers that you should be watching and shows how this data can impact on your strategy. A free in-depth Facebook and Twitter report on your business is available to those attending the session.

19/05/2021	Online	09.30am-11.30am
10/08/2021	Online	09.30am-11.30am

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A new way of working . . .

Are You Looking to Grow Your Business?

Whether it's affordable office space to get you out from your spare room, a quiet space to focus on productivity or a professional meeting room to meet with clients, we are here to help. We also have experienced business advisers on hand to discuss your plans and ideas.

To find out more and to see what we have to offer call us now on **0800 254 5200**

Above the RBS at the Kingdom Centre



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Affordable Office Space for Growing Businesses



Hot Desking

Be More Productive with Flexible Work Space



Meeting Rooms

Private, Professional and Affordable Meeting Rooms



Podcasting Hub - (NEW)

Record Your Podcast in Our Podcasting Hub

First Floor, 1 Falkland Gate, Glenrothes KY7 5NS

T: 0800 254 5200 | E: enquiries@enterprisehubfife.co.uk | www.enterprisehubfife.co.uk

DIGITALBOOST

power up your business

WE'LL HELP YOUR BUSINESS GET A DIGITAL ADVANTAGE

Take your business to the next level and find out where technology could fit into your business and improve your performance, profits and people.

We offer practical workshops, online tutorials, 1:1 digital advice and a range of business guides.

Give your business a **DIGITALBOOST** today with our online healthcheck
www.bgateway.com/digitalboost



Other Services Provided By Business Gateway Fife

1-2-1 Business Advice

Whatever stage you are at with your business journey, getting the right business advice is key.

Our advisers provide dedicated, one-to-one support, tailored to your needs.



Expert Help

Consultancy support to get your key project going:

- Marketing
- Finance
- eBusiness
- Sales
- HR



Business Information

Free business information service:

- Market Research
- Statistics & Demographics
- Company Lists
- Media Searches

Business Surgeries

Our introductory Surgeries give you access to FREE Expert advice tailored to your business:

- Innovation Support
- Finance
- Legal (Business and Property)



Employing People

Take the stress out of hiring staff with our dedicated HR support



Funding

Helping you access finance, including grants and loans up to £100k, to:

- Start trading
- Drive business expansion
- Upskill your workforce
- Access new markets

Call: 01592 858333

Email: success@bgfife.co.uk

Visit: www.businessgatewayfife.com

