

Business Link in London South West Region Workshop offering

Workshop no.	Workshop title	Length of workshop (variations available)	Content	Select
1.	Blogging for your business.	1 hour	This is a short workshop introducing the concept of a blog, examples of business blogs and the benefits of developing a blog for a business.	
2.	Developing an effective sales strategy.	2 hours	This two hour workshop gives an introduction into what a sales strategy is, why a company needs one and the key steps to developing an effective strategy.	
3.	Economic Downturn	2 hours	<p>This is a 2 hour interactive workshop divided into 2 halves.</p> <p>The first half covers what a recession means for businesses, financial control & break-even, and cash management.</p> <p>The second half covers smart marketing, what to cut and what not to cut and what if the worst happens.</p>	
4.	Marketing on a shoestring budget	2 hours	<p>This is a 2 hour interactive workshop divided into 2 halves.</p> <p>The first half covers understanding your business and the three rules (look after existing customers, listen to and take care of staff, create an identity for your business).</p> <p>The second half covers more in-depth budget marketing techniques and incorporates a Q & A session.</p>	

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5.	New Media	1 hour	This is a short workshop covering general media facts, tools that can be used to market online, a few working examples and incorporates a Q & A session at the end.	
6.	Digital Marketing	2 hours	This is a two hour workshop covering the importance of digital marketing and how to integrate it into the marketing strategy. It also covers how to develop an online advertising strategy for specific market segments to support different objectives and how to measure effectiveness.	
7.	Contracts for staff and expanding businesses	2 hours	This two hour workshop helps small business owners develop their own terms and conditions of business. Basic issues of what businesses need to consider are explained when drawing contracts up and advice given on how to draw up an appropriate contract of employment.	
8.	Policies required to help businesses win contracts and become fit to supply		This two hour workshop covers What is a policy and why do you need it, What policies are required for procurement, recommendations on drafting your own policies, putting policy into action and where to go for additional help	

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9.	Networking	2 hours	<p>This is an interactive workshop for business owner/managers who are new to business networking. Participants will develop an understanding of how best to plan and present themselves and their businesses to increase their chances of developing successful and beneficial relationships. The workshop gives guidance on optimising existing networks, preparing an 'elevator pitch' and tips on planning and managing networking events. It also provides ample opportunity to put the theory into practice with practical networking activities.</p>	
10.	Smart sales for 2009	2 hours	<p>Workshop for business owner managers looking to re-focus their sales efforts and take maximum advantage of opportunities. This interactive workshop will cover: developing a sales strategy, adopting effective sales techniques, how to out-sell your competitors and building your sales toolkit.</p>	
11.	Planning to Raise Finance Workshop	2 hours	<p>Many businesses are finding it a major challenge to raise finance in the current economic climate. This workshop will help owner managers understand the principles behind raising finance from external sources and importantly, how to put these in practice through the implementation of a viable business plan.</p> <p>Those attending will be given an overview of the variety of funding options available to companies in a straightforward and impartial manner and help companies consider the pros and</p>	

			<p>cons of each.</p> <p>They will give be given information about what lenders and investors are looking for and how owner managers can maximise their chances of successfully securing the funding they need.</p> <ul style="list-style-type: none"> • Overview of funding options and their pros and cons • What are funders looking for • Tops tips for effective business planning for raising finance • Where can you go for further help 	
12.	Managing and motivating your staff	2 hours	<p>This 2 hour workshop will focus on the important role staff members play in the success of a business. It will also cover understanding of staff needs (job satisfaction, development and recompense), retention and motivation of individuals and teams.</p>	