

FREE BUSINESS WORKSHOPS

JANUARY-MARCH 2020



**Business
Sheffield**

At Business Sheffield we offer professional, impartial, expert advice, workshops and coaching. All our support is free because our job is to help businesses start up and grow.

Workshops are very popular, to reserve your place call **0114 224 5000** or email us at businesssheffield@sheffield.gov.uk. Where sessions are fully booked we operate a shortlist in case of cancellations.

Business Sheffield provides business support for the city region Launchpad programme in Sheffield, we also have a team of Growth Advisors working with larger businesses and Tech scale-ups in the city. To speak to an Advisor contact our Team.

Start Up Sessions

Start up Workshop 1

(fortnightly)

Research, planning and legal obligations

Start up Workshop 2

(fortnightly)

Pricing, terms and conditions and financial forecasting

Start up Workshop 3

(fortnightly)

Tax record keeping and expenses

Social Media

Instagram Workshop *Wednesday 12th February*

Due to popular demand for people new to the platform or if you already have an instagram account. Learn how to use Instagram and how to get noticed without a huge following.

Facebook Pages Workshop *Monday 16th March*

Everything you need to know about Facebook business pages.

Social Media *Wednesday 18th March*

Tips and tricks to grow your social media presence on Twitter, Facebook and LinkedIn. Attendees must have a basic knowledge of at least one platform.



Marketing

Creating a Brand *Monday 13th January*

Everything you need to know about branding.

How to sell Face to Face *Wednesday 29th January*

For anyone whose business success depends on selling face to face.

Beginners Guide to Marketing *Wednesday 5th February*

Looks at understanding your customer, routes to market, key messaging, dos and don'ts of effective marketing material and more

How to get a website up and running *Monday 17th February*

From doing it yourself to hiring an agency. Explains the technical terms, domains and hosting and legal obligations. Includes a walk-through of setting up a simple website using WordPress.

Creating a marketing plan *Wednesday 19th February*

Covers the 7 p's of marketing and works through the basics of a marketing plan, inc business goals, strategies, tactics and measuring ROI (return on investment)

Maximising your website *Friday 13th March*

Covers key onsite SEO, Analytics, Webmaster and how to convert visitors to your site into enquiries and sales.

Winning New Customers via the telephone

Wednesday 25th March

For business to business (not business to consumer) sales. Learn how to approach prospects and gain new business via the phone. The trainer makes several live cold calls by way of demonstration.

Legal Requirements

Terms & Conditions *Monday 10th February*

Already trading or nearly there? Learn how to put robust terms and conditions in place.

Limited Company Workshop *Tuesday 31st March*

This workshop dispels some of the myths and will explain how to register a ltd company

Legal 1-1 *Monthly*

Provided by BRM Solicitors. Get up to 1 hour of free support. These sessions are popular and must be booked.

Finance & Accounts

Basic Bookkeeping *Thursday 27th February*

For new starts and young businesses undertaking bookkeeping and accounts themselves. Covers cloud accounting.

Business Insurance - Don't pay more than you have to *Monday 2nd March*

Insurance is one of those things you know you need, to protect yourself and your business, and to stay the right side of the law, but no one wants to pay more than they have to.

Accountancy 1-1 *Monthly*

Provided by Adrian Dunkley of MGRW Accountants. Get up to 1 hour of free support. These sessions are popular and must be booked.

What's New

Social Enterprise Workshop *Thursday 23rd January, Wednesday 4th March*

Starting a business that helps solve a social, community or environmental problem often means choosing an unconventional legal structure. Yet it can be very difficult to navigate the plethora of models on offer. This workshop is designed to equip you with the knowledge you need in order to make the right choice for your particular circumstances.

Be more effective in your business *Thursday 13th February*

Do you have problems managing all the admin in your business? Do you have any processes in place to assist? Do you want your quotes to look professional and get paid on time? This workshop can help you develop a process to help and save money.

Building a business around an app or software solution *Tuesday 25th February*

For those looking at a business opportunity where software is an integral element but where the expertise may not exist in the business. The session will cover: different business models, common pitfalls, off the shelf vs bespoke solutions and finding the right partners/sub-contractors.

Amazon *Monday 9th March*

Everything you need to know about Setting up as an Amazon Seller.

Taking care of business, taking care of you *Monday 30th March*

Starting and running a new business can be stressful and time consuming, the session explores tips and techniques for ensuring your wellbeing and generally looking after yourself in this busy time.

You can get in touch with Business Sheffield by emailing us at
businesssheffield@sheffield.gov.uk or call 0114 224 5000

LAUNCHPAD



Business Sheffield delivers the Launchpad service in partnership with Sheffield City Region Growth Hub. The Launchpad project is supported financially by the European Union and has attracted £2,358,962 in investment from the European Regional Development Fund as part of Europe's support for the region's economic growth.