



Business Training Programme

April 2022 – September 2022

Free Webinars Covering:

- ▶ Marketing Your Business
- ▶ 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 2022 – September 2022

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.

05/04/2022	Online	6.00pm - 6.30pm
19/04/2022	Online	2.00pm - 2.30pm
05/05/2022	Online	6.00pm - 6.30pm
18/05/2022	Online	2.00pm - 2.30pm
07/06/2022	Online	6.00pm - 6.30pm
23/06/2022	Online	2.00pm - 2.30pm
06/07/2022	Online	6.00pm - 6.30pm
19/07/2022	Online	2.00pm - 2.30pm
04/08/2022	Online	6.00pm - 6.30pm
17/08/2022	Online	2.00pm - 2.30pm
06/09/2022	Online	6.00pm - 6.30pm
22/09/2022	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.

04/04/2022	Online	6.00pm - 8.00pm
09/05/2022	Online	6.00pm - 8.00pm
06/06/2022	Online	6.00pm - 8.00pm
05/07/2022	Online	6.00pm - 8.00pm
08/08/2022	Online	6.00pm - 8.00pm
05/09/2022	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. Find out about what record keeping you need to carry out and understand the tax return cycle, payments to HMRC and possible penalties.

21/04/2022	Online	09.30am - 11.00am
10/05/2022	Online	09.30am - 11.00am
09/06/2022	Online	09.30am - 11.00am
06/07/2022	Online	09.30am - 11.00am
09/08/2022	Online	09.30am - 11.00am
14/09/2022	Online	09.30am - 11.00am

WANT TO ACCESS NEW MARKETS?

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

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.

26/04/2022	Online	09.30am - 11.00am
19/05/2022	Online	09.30am - 11.00am
21/06/2022	Online	09.30am - 11.00am
28/07/2022	Online	09.30am - 11.00am
31/08/2022	Online	09.30am - 11.00am
29/09/2022	Online	09.30am - 11.00am

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.

04/04/2022	Online	09.30am - 11.30am
09/05/2022	Online	09.30am - 11.30am
06/06/2022	Online	09.30am - 11.30am
05/07/2022	Online	09.30am - 11.30am
08/08/2022	Online	09.30am - 11.30am
05/09/2022	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.

16/05/2022	Online	09.30am - 11.30am
04/07/2022	Online	09.30am - 11.30am
12/09/2022	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.

23/05/2022	Online	09.30am - 11.30am
11/07/2022	Online	09.30am - 11.30am
19/09/2022	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.

30/05/2022	Online	09.30am - 11.30am
18/07/2022	Online	09.30am - 11.30am
26/09/2022	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.

08/06/2022	Online	09.30am - 11.30am
15/09/2022	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.

22/06/2022	Online	09.30am - 11.30am
22/09/2022	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.

19/04/2022	Online	09.30am - 11.30am
25/08/2022	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.

20/04/2022	Online	09.30am - 11.30am
16/06/2022	Online	09.30am - 11.30am
16/08/2022	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.

19/05/2022	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.

17/05/2022	Online	09.30am - 11.30am
20/07/2022	Online	09.30am - 11.30am
08/09/2022	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!

14/04/2022	Online	09.30am - 11.30am
15/06/2022	Online	09.30am - 11.30am
13/09/2022	Online	09.30am - 11.30am

MANAGING YOUR ONLINE REPUTATION

This workshop is ideal for business owners or marketers concerned about managing their online reputation and who want to learn how best to respond to online comments.

02/06/2022	Online	09.30am - 11.30am
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TRIPADVISOR MARKETING AND ONLINE REVIEW MANAGEMENT

This 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.

25/05/2022	Online	09.30am - 11.30am
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WANT TO WIN PUBLIC SECTOR CONTRACTS?

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- Tendering process support
- FREE Webinars

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

businessgatewaylife.com/sdp

www.businessgatewaylife.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.

12/04/2022	Online	09.30am - 11.30am
01/06/2022	Online	09.30am - 11.30am
04/08/2022	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.

27/04/2022	Online	09.30am - 11.30am
07/06/2022	Online	09.30am - 11.30am
18/08/2022	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.

06/04/2022	Online	09.30am - 11.30am
14/07/2022	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.

04/05/2022	Online	09.30am - 11.30am
11/08/2022	Online	09.30am - 11.30am

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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:

- 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 £250k, to:

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

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