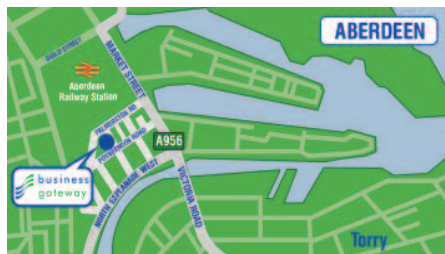


Growing Business Course Location

ABERDEEN

Enterprise Business Centre
Admiral Court
Poynerook Road
Aberdeen AB11 5QX
Tel: 01224 289725



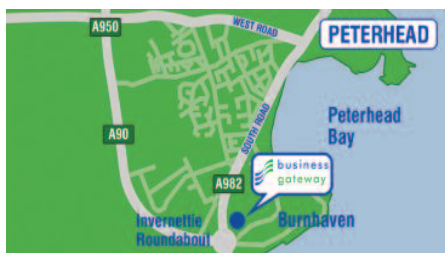
INVERURIE

Crichtiebank Business Centre
Mill Road,
Port Elphinstone,
Inverurie AB51 5NQ
Tel: 01224 289725



PETERHEAD

Burnside Business Centre
Burnside Road,
Peterhead AB42 3AW
Tel: 01779 822002



ABOYNE

The Boat Inn
Charleston Road
Aboyne AB34 5EL

BANCHORY

25 High Street
Banchory
AB31 5TD

All courses are delivered

FREE OF CHARGE

PRE BOOKING IS ESSENTIAL

Please advise us well in advance of any specific requirements

To book a place on any of the Business Gateway workshops
Call **01224 289725** or book online at www.bgateway.com/events



Fully funded
workshops
for growing
businesses

Aberdeen City
and Shire

October to December 2009



Growing Business Workshops

SUBJECT	DATE	DAY	TIME	VENUE
Advertising & Promotion	29 October, 2009	Thursday	18.30-21.30	Aberdeen
	08 December, 2009	Tuesday	18.30-21.30	Peterhead
Customer Care 1 - The Basics	03 November, 2009	Tuesday	18.30-21.30	Aberdeen
	17 November, 2009	Tuesday	18.00-21.00	Aboyne
	15 December, 2009	Tuesday	18.30-21.30	Aberdeen
Customer Care 2 - The Next Steps	08 October, 2009	Thursday	18.30-21.30	Aberdeen
	10 November, 2009	Tuesday	18.30-21.30	Aberdeen
	24 November, 2009	Tuesday	18.00-21.00	Aboyne
Develop your Website	13 October, 2009	Tuesday	18.30-21.30	Aberdeen
	29 October, 2009	Thursday	09.30-12.30	Aberdeen
	23 November, 2009	Monday	18.30-21.30	Aberdeen
Employment Law & Regulations	08 October, 2009	Thursday	18.30-21.30	Peterhead
	17 November, 2009	Tuesday	18.30-21.30	Aberdeen
Finance	22 October, 2009	Thursday	18.30-21.30	Aberdeen
	25 November, 2009	Wednesday	18.30-21.30	Inverurie
Funding	06 October, 2009	Tuesday	18.30-21.30	Aberdeen
	19 November, 2009	Thursday	18.30-21.30	Aberdeen
Marketing	22 October, 2009	Thursday	18.30-21.30	Peterhead
	02 November, 2009	Monday	18.00-21.00	Aboyne
	12 November, 2009	Thursday	09.30-12.30	Aberdeen
	03 December, 2009	Thursday	18.30-21.30	Aberdeen
Media Skills	05 October, 2009	Monday	18.30-21.30	Aberdeen
	01 December, 2009	Tuesday	18.30-21.30	Aberdeen
Online Marketing	15 October, 2009	Thursday	18.30-21.30	Aberdeen
	03 November, 2009	Tuesday	09.30-12.30	Aberdeen
	26 November, 2009	Thursday	18.30-21.30	Aberdeen
Successful Networking	01 October, 2009	Thursday	18.30-21.30	Peterhead
	16 November, 2009	Monday	18.00-21.00	Banchory
	16 December, 2009	Wednesday	18.30-21.30	Inverurie
The Psychology of Selling	29 October, 2009	Thursday	18.30-21.30	Inverurie
	19 November, 2009	Thursday	09.30-12.30	Aberdeen
	10 December, 2009	Thursday	18.30-21.30	Aberdeen
Time Re-management	05 November, 2009	Thursday	18.30-21.30	Inverurie
	17 December, 2009	Thursday	18.30-21.30	Aberdeen

All courses are delivered FREE OF CHARGE

Workshop Descriptions:

Advertising and Promotion

We will explain the key ingredients for a successful advertising campaign including the different communication methods. You will be encouraged to develop your own advertising and promotion plan for your business.

Customer Care (This is a 2 part course therefore delegates must have attended Part 1 before Part 2) Part 1 - The Basics

Customer care is a key consideration in securing new business and protecting current relationships. During this workshop you will gain an insight into the theory behind customer care and begin to analyse customer care in your own business.

Part 2 - The Next Steps

During this workshop you will begin to develop the learning gained in Part 1 and using the analysis of your business, develop a customer care plan to support repeat business, encourage an increase in sales and enhance your businesses reputation.

Develop Your Website

This course provides you with an overview of how to plan, develop and manage your website. This includes the factors that make a good website and how these influence your site's popularity and accessibility from a legal and customer friendly perspective

Employment Law and Regulations

The people employed by a successful business are often described as its best asset. Being known as a great employer can develop loyalty, your product and service, promotion and market reputation. This workshop will help you understand best practice in the recruitment, management and development of your employees.

Finance

Good financial management is an essential element of a successful business. During this workshop we will review the three key financial documents, the Cash Flow, Profit and Loss and Balance Sheet and explain how you can best utilise these to assist planning, forecasting, decision making and statutory compliance.

Funding

This workshop will help you identify sources of funding available through both public and private sectors whilst navigating through the processes involved in accessing this.

Marketing

This workshop will help you create a realistic marketing plan designed to improve your marketing efforts and ultimately lead to more sales.

Media Skills

Communication is an essential tool in any business, whether it is talking to clients, colleagues or even the media. What you say and how you say it should always be well thought out, structured and professional whether it's for a staff newsletter, a company brochure, press release or media interview. Delivered by media communication experts, this course is designed to focus on all aspects of getting your message across well and to the right people.

Online Marketing

Getting your online marketing right is crucial in order to support your business development and encourage more customers. We will highlight existing and emerging online marketing techniques and discuss options open to you at varying levels of budget.

Successful Networking

Do you network as effectively as you should? During the workshop you will create a strategy for establishing and maintaining stable business relationships, resulting in an increased business profile leading to new potential customers and suppliers.

The Psychology of Selling

Selling is a learned skill. This selling skills and techniques seminar demonstrates how to sell with particular emphasis in "closing the sale". A greater understanding of the psychology of selling can result in increased sales from both current and new customers.

Time Re-management

The objective of this workshop is to promote an understanding of time management techniques and is especially relevant to business owners seeking to improve their productivity and effectiveness. The development of a structured plan during this workshop will assist delegates in maximising the amount of time available to them during their working day.