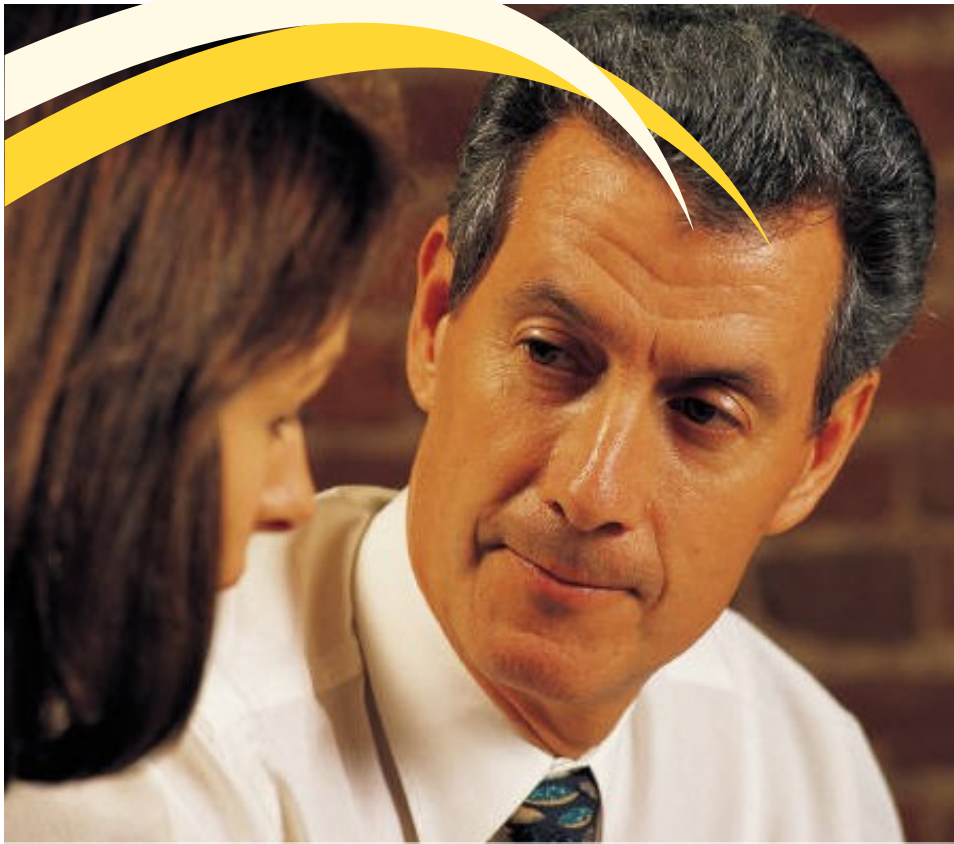


FSB Business Support Programme



Federation of Small Businesses
The UK's Leading Business Organisation



BUSINESS SUPPORT TO HELP YOU GROW YOUR BUSINESS

The programme has been designed specifically to provide practical support for small businesses in Northamptonshire looking to release their potential and grow. The changes to Business Link mean that business support is now only available via the Business Link website and on the ground support for the majority of businesses is no longer available. The FSB Business Support Programme was set in place to cover the gap.

The programme will consist of focused, interactive workshops and a business buddy system to provide full support for businesses of all sizes, ages and sectors. The workshops will cover:

Marketing (6 part series)	Sales Techniques (3 part series)
Social Media (4 part series)	Environmental Issues
How to work with the Press	Save Money with Utilities
Understanding Finance	Life Cycle of your Business
The Art of Networking	Best use and importance of IT
Leadership skills and personal development	

The FSB will be working with agencies such as HMRC, Trading Standards, UKTI, etc.

The FSB would like to thank Northamptonshire Enterprise Partnership for their full support of the programme.

Dates and Venues

15th February 2012

Corby Enterprise Centre, Corby NN17 5EU

20th February 2012

iCon Innovation Centre, Daventry NN11 0QB

19th March 2012

Court Room, Guildhall, Northampton BC NN1

24th April 2012

Hind Hotel, Wellingborough NN18 1BY

28th May 2012

St George's Suite, Wicksteed Park, Kettering

25th June 2012

South Northamptonshire

**OPEN TO ALL BUSINESSES IN
NORTHAMPTONSHIRE**

BOOK YOUR PLACE

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**Northants. Leics. & Rutland
Regional Office
38 Digby Close, Tilton LE7 9LL**

Tel: 0116 259 7707

Mobile: 07825 531044

Maxine.aldred@fsb.org.uk

Follow us on Twitter: @FSB_L_N_R



Thank you for your support:

**Northamptonshire
Enterprise Partnership**

Northamptonshire
Enterprise Partnership
01604 609380

www.northamptonshireep.co.uk

Social Media:

Tracy Spence—WSI 01604 652006
www.totalwsinetsolutions.com

Sales:

Mark Whitehead—A head 4 sales
01604 475663 www.ahead4sales.co.uk

Marketing:

Alistair Campbell—Ideal Marketing Company
01858 445543
www.idealmarketingcompany.com

Press and PR:

Kerry James—Fizzy Ink Marketing Ltd
01604 621051 www.fizzy-ink.co.uk

Blogging:

Sue Collini—Website Wings
01832 733457 www.websitewings.co.uk

Networking:

Pauline Goodman—Utility Warehouse
0808 108 1476
www.telecomplus.org.uk/paulinegoodman

Life Cycle of your Business:

Kevin Bragg—Virtual Business Partners
01455 843806
www.virtualbusinesspartner.co.uk

PROGRAMME DETAILS

All events will run from 2.00—7.30pm

Attend whole or part of each event—follow the series

15th February @ Corby Enterprise Centre, Priors Hall, Corby NN17 5EU

Workshop 1—Social Media: Part 1—Newest Social Media Platform—Google Plus

Workshop 2—The Art of Selling: Part 1—Closing the Deal

20th February @ iCon Innovation Centre, Eastern Way, Daventry NN11 0QB

Workshop 1—Blogging: To Blog or not to Blog

Workshop 2—Marketing: The start—The Importance of Goal Setting

19th March @ Court Room, Guildhall, Northampton NN1

Workshop 1—The Art of Selling: Part 2—Harnessing your current customers

Workshop 2—Positive PR— Part 1—What are the options to grab attention?

24th April @ Hind Hotel, Sheet Street, Wellingborough NN8 1BY

Workshop 1—Social Media: Part 2 - Twitter and how to make it work for you!

Workshop 2—The Art of Networking—What You need to know!

28th May @ St George's Suite, Wicksteed Park, Kettering NN15 6NJ

Workshop 1—Marketing: Part 2— Lead Generation

Workshop 2—The Art of Selling: Part 3— Creating that emotional link

25th June @ South Northamptonshire

Workshop 1—Life Cycle of your Business

Workshop 2—Marketing: Part 3 -Creating and sending e-mail newsletters

Leadership Skills—Personal Development Programme will be introduced in May 2012.