**BEST Growth Hub Online Training Programme**

**January-March 2017**

These **free** business support webinars are fully funded by BEST Growth Hub and are being delivered by Ignite Business in partnership with NWES and Colbea.

**Delegates are able to attend as many webinar sessions as they like as these do not count toward their BEST Workshop Programme 21 hour allocation.**



**Basic Book Keeping**

If you are not sure where to start when it comes to book keeping or just want to make sure you are tracking the right information then this session is for you. The session will take you through: What book keeping is, Different methods that can be used, What needs to be recorded, Debits & Credits, Profit & Loss, The Balance Sheet, Tax & VAT.

Date: 16th February 2017

Time: 9:30am-10:30am

Booking link: <http://ignitebusiness.org/workshops/bookkeeping>

Date: 9th March 2017

Time: 11:30am-12:30pm

Booking link: <http://ignitebusiness.org/workshops/bookkeeping-2>

**Bidding & Tendering**

Why attend Bid & Tendering? Financial opportunities are reducing and as the competition increases, winning a bid for funding requires careful preparation and execution, this workshop is to help you to understand what you might need to do in order to apply for funding.

Date: 27th January 2017

Time: 10am-11am

Booking link: <http://ignitebusiness.org/workshops/biddingtendering>

Date: 17th March 2017

Time: 12pm-1pm

Booking link: <http://ignitebusiness.org/workshops/biddingtendering-2>

**Blogging for Beginners**

Details and date to be confirmed. More details will be on [www.ignitebusiness.org/workshops](http://www.ignitebusiness.org/workshops) soon.

**Branding & USP**

Each business has one or a few Unique Selling Point/s – USP you need to pinpoint what they are and why these make you different from others selling similar products or services. This session will cover what branding is and why it’s important for your business and how understanding your USP/S well can help to positively influence the branding of your business.

Date: 14th February 2017

Time: 10am-11am

Booking link: <http://ignitebusiness.org/workshops/branding-2>

Date: 28th March 2017

Time: 6pm-7pm

Booking link: <http://ignitebusiness.org/workshops/branding-3>

**Cash Flow Forecasting**

This session will take you through what a cash flow forecast is, why you should have one and how to read and interpret all the data so you can use your cash flow forecast as a management tool. This session will also take you through all the details you need to compile your own cash flow forecast.

Date: 26th January 2017

Time: 9:30am-10:30am

Booking link: <http://ignitebusiness.org/workshops/cashflow>

Date: 15th March 2017

Time: 11:30am-12:30pm

Booking link: <http://ignitebusiness.org/workshops/cashflow-2>

**Creating a Business Plan**

In this practical 1 hour online training session, you will learn what a business plan comprises of, what you need to consider when putting your own plan together and what other research and preparation you will need to do to start your own business.

Date: 27th February 2017

Time: 12pm-1pm

Booking link: <http://ignitebusiness.org/workshops/businessplan>

Date: 15th March 2017

Time: 9:30am-10:30am

Booking link: <http://ignitebusiness.org/workshops/businessplan-2>

**Creating & Using a Marketing Plan**

A marketing plan can help your business to structure all the elements of marketing activity that you want to undertake. The session will take you through what goes in to a marketing plan and how it can help you to set objectives and targets and then monitor your progress and results.

Date: 27th February 2017

Time: 10am-11am

Booking link: <http://ignitebusiness.org/workshops/marketingplan>

Date: 17th March 2017

Time: 10am-11am

Booking link: <http://ignitebusiness.org/workshops/marketingplan-2>

**Editing Photos & Images for Online Content**

Details and date to be confirmed. Please check [www.ignitebusiness.org/workshops](http://www.ignitebusiness.org/workshops) for more details soon.

**Health & Safety**

Details and date to be confirmed. Please check [www.ignitebusiness.org/workshops](http://www.ignitebusiness.org/workshops) for more details soon.

**Intellectual Property**

Details and date to be confirmed. Please check [www.ignitebusiness.org/workshops](http://www.ignitebusiness.org/workshops) for more details soon.

**Launching a Business – Getting Started**

Are you thinking of starting your own business? This webinar will take you through all of the processes you need to give yourself the best start possible. Covering essential subjects such as accounting, insurance and lots of useful tips to help with the red tape, this session will enable you to get on with doing what you want to go in to business for.

Date: 31st January 2017

Time: 11am-12pm

Booking link: <http://ignitebusiness.org/workshops/businesslaunching-2>

Date: 21st February

Time: 6pm-7pm

Booking link: <http://ignitebusiness.org/workshops/businesslaunching>

**Market & Customer Research**

You have an idea for a business, before you start up you need to understand your customer and market, and if indeed there is one. This session takes you through all the different elements to consider to ensure your research is thorough and useful to your business. This session can help you to piece together some of the content you need to include in a business plan.

Date: 1st February 2017

Time: 9am-10am

Booking link: <http://ignitebusiness.org/workshops/research>

Date: 24th March 2017

Time: 1pm-2pm

Booking link: <http://ignitebusiness.org/workshops/research-2>

**Pinterest for Business – Beginners**

In this practical 1 hour webinar you will learn how to set up and use your Pinterest account and how to create compelling content to engage with your customers. Planning a content strategy to help drive traffic to your website to increase sales will also be covered.

Date: 8th February 2017

Time: 3pm-4pm

Booking link: <http://ignitebusiness.org/workshops/pinterest>

**Pricing Considerations**

How do you decide what price you are going to charge for your product or service? This session will take you through the factors that impact pricing, the things you need to remember to include, understanding margin and making a profit.

Date: 23rd January 2017

Time: 12pm-1pm

Booking link: <http://ignitebusiness.org/workshops/pricing>

Date: 9th March 2017

Time: 9:30am-10:30am

Booking link: <http://ignitebusiness.org/workshops/pricing-2>

**Selling on the Internet**

This session will take you through the reasons you might want to sell on the internet and what you can sell there. It also covers having your own store and what you will need in order to do this. As well as selling on your own store there are also other places you can sell and some of these options will be explored in the session.

Date: 24th January 2017

Time: 3pm-4pm

Booking link: <http://ignitebusiness.org/workshops/internetselling> ‎

**Social Media Strategy**

Learn how to create a strategy that gives your social media direction and structure to help achieve your businesses objectives and goals. The session will also cover how to measure and track progress of campaigns, and explain some of the tools you can use to help you plan your strategy.

Date: 21st March 2017

Time: 3pm-4pm

Booking link: <http://ignitebusiness.org/workshops/smstrategy>

**Using Hootsuite to Schedule Social Media Updates**

Hootsuite is a social media management system Founded in 2008 by Ryan Holmes when he saw an opportunity to create a better social media experience for businesses. This session will take you through how Hootsuite can help you manage the social media content for your business more effectively and also show you through some of the functionality of the system to get you started.

Date: 14th March 2017

Time: 9:30am-10:30am

Booking link: <http://ignitebusiness.org/workshops/hootsuite>

**What Makes a Good Website? (prerequisite for Build a Wordpress Website workshop)**

Practical workshop – In this 1 hour session, you will explore what makes a good website and what you should look for in setting up your own, covering types of service providers (web builders, wordpress and other options), responsive/mobile, how it looks and what structure it should have.  This workshop works well with the SEO workshop, where you learn to optimise your site.

Date: 31st January 2017

Time: 5:30pm-6:30pm

Booking link: <http://ignitebusiness.org/workshops/goodwebsite-4>

Date: 10th February 2017

Time: 10am-11am

Booking link: <http://ignitebusiness.org/workshops/goodwebsite-3>

Date: 8th March 2017

Time: 3pm-4pm

Booking link: <http://ignitebusiness.org/workshops/goodwebsite-2>

**Which Social Media for your Business**

In this practical 1 hour session, aimed at SMEs and start-ups, you will start gaining an understanding of which social media channels might work for your business and why.  This will give a basic overview of the functions and possible results by looking at the options and statistics, examples of how some channels have worked well and not so well for certain types of business.  However this workshop does NOT set up or train how to use.

Date: 25th January 2017

Time: 9:30am-10:30am

Booking link: <http://ignitebusiness.org/workshops/socialmedia>

**Your First Employee**

Employing someone can seem daunting with lots to consider. This webinar will answer your questions. How do you go about hiring the right person? How do you get the best out of them? What are your employer responsibilities? What happens if things don’t work out? How do I keep up with employment law?

Date: 10th March 2017

Time: 10am-11am

Booking link: <http://ignitebusiness.org/workshops/employing>

**WEBINAR REQUIREMENTS**:

You will require good internet connection and access to a camera/sound, for more information contact Ignite. There is also the option to attend the Ignite premises and borrow the equipment required, but this needs to be arranged in advance.

**CANDIDATE ELIGIBILITY:**

·         On completion of this workshop you will be automatically referred to one of the BEST Growth Hub Navigators, who will be able to signpost you to further advice and any training that you might require.

·         Each individual may attend workshops up to a maximum of 21 hours in total.

·         Delegates may take part in as many online training workshops as they like as these do not count toward their overall hours.

·         Each business can send a maximum of 2 members of staff on each course.

·         In order to qualify for a place on the course, the employer/business must be based in Essex.

·         Please note that the workshop may not take place if there are not a minimum number of attendees.

·         Ignite Business Enterprise Limited will share information with Local Authorities and the BEST Growth Hub. The BEST Growth Hub, as the funders of the business support courses, may share your details with the Department for BEIS & your Local Authority, this may be used to facilitate the delivery and management of the services being provided.

·         On occasions, photographs or video images may be taken of delegates for promotional/learning activities and a member of staff at the time must be notified if delegates do not wish their image to be kept and used.

**About the Funders:**

*BEST Growth Hub:* BEST Growth Hub was launched in October 2015 to function as a ‘one-stop shop’ for business support such as: access to training, finance, marketing and local authority services. It aims to improve and simplify the Essex business support landscape and increase the overall take-up of business support. For more information please visit: [www.BESTGrowthHub.org.uk](http://www.bestgrowthhub.org.uk/)

**About NWES, COLBEA and Ignite, the partners delivering the BEST Growth Hub Business Support and Start Up Workshops:**

NWES is an Enterprise Agency that provides business advice, training, funding and managed office space in Essex and the rest of the East of England. Established in 1982 NWES manages business enterprise centres in Harlow and Grays that are hubs for the local business community, providing its wide range of business support services. Regular support is also provided to businesses in Basildon, Colchester, Chelmsford and Southend with outreach support available in the rest of Essex. NWES is a national SFEDI Centre of Excellence in business support and its team focus on helping businesses to set-up, survive and grow. As a national Start-up Loan delivery partner they are able to support businesses in their first two years with finance and they manage a local grant scheme to assist SME’s across Essex that can contribute to capital costs. [www.nwes.org.uk](http://www.nwes.org.uk/)

Colbea is an award winning Enterprise Agency based in Colchester covering Colchester & Tendering, with a significant track record in supporting new businesses with innovative new ideas. We have provided thousands of business support services each year since 1982. In 2015 we assisted in the creation of 150 new businesses by delivering impartial, confidential and expert business advice to our clients.

Colbea has a well-established track record of engaging with local business communities, generating demand for advisory and training services and delivering results against exacting contract targets. Our work extends throughout the business community via partnership links with local Councils, UKTI, UKBI, Chambers of Commerce, LEP’s, the Prince’s Trust and many other support organisations. We work alongside other service providers to achieve the best outcomes for our clients and have established working relationships with a wide range of organisations supporting enterprise development, as well as other organisations in the social, voluntary, charitable, educational and local government sectors. [www.colbea.co.uk](http://www.colbea.co.uk/)

Ignite Business are also an award winning Enterprise Agency, this year being a finalist for the Enterprise Support Agency of the Year from the National Enterprise Network. A BEIS (Department for Business Energy and Industrial Strategy) Approved Enterprise Agency with over 30 years of supporting new starts and existing businesses, Self Employed, Entrepreneurs and Freelancers.

Having a well-established Enterprise Centre in Braintree, Ignite covers the Braintree and Uttlesford Areas of Essex but is not restricted in doing so and will assist if required any Essex Business. Ignite provide business advice, support and training to all types of business and offer practical face to face support with real people. [www.ignitebusiness.org](http://www.ignitebusiness.org/)