**BEST Growth Hub workshop programme**

**January-March 2017**

These **free** business support workshops are fully funded by BEST Growth Hub and are being delivered by Ignite Business in partnership with NWES and Colbea. The schedule for the online webinars will follow soon.



**Build a Wordpress Website**

This practical 2 part workshop will enable you to choose your own hosting and provider to support your website, and teach you how to manage and create all content. At the end of this 2 part workshop you will have been able to create a few pages for your website and have the ability to add further pages when you need them. Before attending this workshop you must attend the ‘What Makes a Good Website’ online workshop as this is a pre-requisite. You will need to bring a laptop to the sessions. We are able to provide some spare laptops on request.

Chelmsford

Date: 26th January & 2nd February

Time: 1pm-4pm

Venue: Waterhouse Business Centre

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

Loughton

Date: 9th February & 16th February

Time: 1pm-4pm

Venue: Epping Forest College

Booking link: [http://ignitebusiness.org/workshops/wordpress](http://ignitebusiness.org/workshops/build-a-wordpress-website)

Basildon

Date: 28th February & 7th March

Time: 1pm-4pm

Venue: The Basildon Centre

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

Braintree

Date: 22nd March & 29th March

Time: 1pm-4pm

Venue: Ignite House

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

**Customer Service & Selling Without Selling**

This workshop is for anyone who deals with customers and wants to improve their service levels. We believe that customer service and sales go hand in hand, in fact you can’t have one without the other. This workshop will take attendees through how to implement best practices in to their business to help improve sales and customer satisfaction.

Stansted

Date: 2nd February

Time: 9:30am-12:30pm

Venue: Stansted Hilton Hotel

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

Brentwood

Date: 7th February

Time: 9:30am-12:30pm

Venue: Brentwood Council

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

Southend

Date: 9th March

Time: 9:30am-12:30pm

Venue: The Hive Enterprise Centre

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

Clacton

Date: 23rd March

Time: 9:30am-12:30pm

Venue: Essex Enterprise Centre, Clacton

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

**E-Newsletters for Business – Beginners**

This practical workshop will take you through e-newsletters for business and using MailChimp, you will be shown how to set up a template and send using a free option along with other tips to get you keeping in touch with your mailing list more effectively. You will need to bring a laptop to the workshop and have set up a mailchimp account to use during the session. We are able to provide some spare laptops on request.

Rayleigh

Date: 3rd February

Time: 9:30am-12:30pm

Venue: Rayleigh Civic Suite

Booking link: <http://ignitebusiness.org/workshops/e-newsletters>

Chelmsford

Date: 1st March

Time: 9:30am-12:30pm

Venue: Waterhouse Business Centre

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

Saffron Walden

Date: 20th March

Time: 1pm-4pm

Venue: Saffron Walden Golf Club

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

**Facebook for Business – Beginners**

In this practical workshop you will learn how to set up a business page, how to get likes, what to post and when and what the other options are for a business to get noticed. You will need to bring a laptop to the workshop and have set up a business page to use in the session. We are able to provide some spare laptops on request.

Hadleigh

Date: 26th January

Time: 1pm-4pm

Venue: Salvation Army Training Centre

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

Clacton

Date: 1st February

Time: 1pm-4pm

Venue: Essex Enterprise Centre

Booking link: [http://ignitebusiness.org/workshops/facebook-2](http://ignitebusiness.org/workshops/facebook-for-business-beginners-2)

Maldon

Date: 22nd February

Time: 1pm-4pm

Venue: Maldon Town Hall

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

**Funding & Alternative Funding**

This 3 hour workshop will give you an understanding of how to gain funding from both traditional methods and new methods such as crowd funding. The workshop aims to help attendees have a clearer picture of the funding landscape and what options will be most suitable for their business requirements.

Clacton

Date: 30th January

Time: 1pm-4pm

Venue: Essex Enterprise Centre

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

Brentwood

Date: 21st February

Time: 9:30am-12:30pm

Venue: Brentwood Council

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

Grays

Date: 24th February

Time: 9:30am-12:30pm

Venue: Old Courthouse, Grays

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

**IT for Business – Beginners**

A 3 hour practical workshop taking you through Outlook, Excel, Word, Powerpoint and being mobile. The workshop will help you use your IT more effectively to support your business. You will need to bring a laptop to use for the workshop and have Microsoft Office 2011 or above on your laptop to use in the session, it is not ideal for people using Office 365. We are able to provide some spare laptops on request.

Harlow

Date: 6th February

Time: 1pm-4pm

Venue: Harlow Enterprise Hub

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

Rayleigh

Date: 13th March

Time: 1pm-4pm

Venue: Rayleigh Civic Suite

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

Maldon

Date: 15th March

Time: 1pm-4pm

Venue: Maldon Town Hall

Booking link: [http://ignitebusiness.org/workshops/businessit-2](http://ignitebusiness.org/workshops/it-for-business-beginners)

**LinkedIn for Business – Beginners**

 In this practical workshop you will be able to optimise your personal profile and make it do more for you than just acting like an online CV. You will also learn how to use companies and groups. You will need to bring a laptop to the workshop and have set up a profile on LinkedIn to use in the session. We are able to provide some spare laptops on request.

Chelmsford

Date: 23rd February

Time: 2pm-5pm

Venue: Waterhouse Business Centre

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

Harlow

Date: 2nd March

Time: 9:30am-12:30pm

Venue: Harlow Enterprise Hub

Booking link: [http://ignitebusiness.org/workshops/linkedin-3](http://ignitebusiness.org/workshops/linkedin-for-business-beginners)

Colchester

Date: 9th March

Time: 9:30am-12:30pm

Venue: Central BIC

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

**Project & Event Management - Beginners**

This workshop is for anyone who wants to improve their skills for project and event management.

The workshop will cover:

* What is involved in managing and running a successful event or project
* The life cycle of a project or event
* Fundamental event and project management tools and techniques
* Guidelines and tips
* Planning and budgeting
* Timings and risk management
* Strategic planning

Southend

Date: 24th January

Time: 9:30am-12:30pm

Venue: The Hive Enterprise Centre

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

Harlow

Date: 16th February

Time: 9:30am-12:30pm

Venue: Harlow Enterprise Hub

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

Brentwood

Date: 28th February

Time: 9:30am-12:30pm

Venue: Brentwood Council

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

**Practical PR & Marketing**

A 3 hour workshop for anyone who owns or works for a small business and needs to market and promote their product/s or service in an effective way.  From this workshop attendees will take away some practical ideas that they can implement themselves to help make their marketing and PR more effective.

Rayleigh

Date: 20th February

Time: 1pm-4pm

Venue: Rayleigh Civic Suite

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

Stansted

Date: 24th February

Time: 1pm-4pm

Venue: Hilton Hotel

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

Brentwood

Date: 7th March

Time: 9:30am-12:30pm

Venue: Brentwood Council

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

Clacton

Date: 15th March

Time: 1pm-4pm

Venue: Essex Enterprise Centre

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

**Presenting & Pitching**

A 3 hour workshop for anyone who owns or works for a small business and needs to be able to present to 1 or many people. The workshop will take you through putting together an elevator pitch and how to feel more confident when speaking and presenting.

Saffron Walden

Date: 27th January

Time: 9:30am-12:30pm

Venue: Saffron Walden Golf Club

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

Braintree

Date: 23rd February

Time: 9:30am-12:30pm

Venue: Ignite House

Booking link: <http://ignitebusiness.org/workshops/presenting-pitching>

Maldon

Date: 15th March

Time: 9:30am-12:30pm

Venue: Maldon Town Hall

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

**Search Engine Optimisation (SEO)**

You will gain an understanding of the current basic SEO principles and how to start making a difference to your website and brand.

Chelmsford

Date: 26th January

Time: 9:30am-12:30pm

Venue: Waterhouse Business Centre

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

Loughton

Date: 9th February

Time: 9:30am-12:30pm

Venue: Epping Forest College

Booking link: [http://ignitebusiness.org/workshops/seo-3](http://ignitebusiness.org/workshops/search-engine-optimisation-2)

Basildon

Date: 28th February

Time: 9:30am-12:30pm

Venue: The Basildon Centre

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

Braintree

Date: 22nd March

Time: 9:30am-12:30pm

Venue: Ignite House

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

**Start Your Business In A Day**

This workshop is for anyone who is considering starting up a business or has business idea.

Areas the workshop will cover:

Customer

Market and competition

Finance, cash flow, HMRC

Pricing and profit

Marketing

Outcome: Attendees will have worked through their business ideas and be in a position to start building their Business Plan to get their idea moving.

Basildon

Date: 27th January

Time: 9:30am-4pm

Venue: The Basildon Centre

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

Braintree

Date: 7th February

Time: 9:30am-4pm

Venue: The Corner House

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

Hadleigh

Date: 10th February

Time: 9:30am-4pm

Venue: Salvation Army Training Centre, Hadleigh

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

Saffron Walden

Date: 21st February

Time: 9:30am-4pm

Venue: Saffron Walden Golf Club

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

Epping

Date: 6th March

Time: 9:30am-4pm

Venue: The Bell Hotel, Epping

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

Colchester

Date:14th March

Time: 9:30am-4pm

Venue: Central BIC, Colchester

Booking link: <http://ignitebusiness.org/workshops/startupinaday-6>

Grays

Date: 17th March

Time: 9:30am-4pm

Venue: Old Courthouse, Grays

Booking link: <http://ignitebusiness.org/workshops/startupinaday-5>

**Time Management**

This workshop is designed to make you more aware about the techniques available to make your day and business more efficient and cost effective.

Maldon

Date: 31st January

Time: 1pm-4pm

Venue: Maldon Town Hall

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

Colchester

Date: 15th February

Time: 9:30am-12:30pm

Venue: Central BIC

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

Hadleigh

Date: 28th March

Time: 9:30am-12:30pm

Venue: Salvation Army Training Centre, Hadleigh

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

**Twitter for Business – Beginners**

In this practical 3 hour session, aimed at SMEs and start-ups, you will learn you need to know to get your business started on Twitter, including what your profile should include, what to tweet and when plus how to get followers and noticed. You will need to bring a laptop to the workshop and have set up a Twitter account to use in the session. We are able to provide some spare laptops on request.

Colchester

Date: 8th February

Time: 9:30am-12:30pm

Venue: Central BIC, Colchester

Booking link: [http://ignitebusiness.org/workshops/twitter-3](http://ignitebusiness.org/workshops/customerjourney)

Harlow

Date: 27th February

Time: 1pm-4pm

Venue: Harlow Enterprise Hub

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

Basildon

Date: 21st March

Time: 9:30am-12:30pm

Venue: The Basildon Centre

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

**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.

**About the Funder:**

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/)