

## People Management/Specialist Events

### Becoming An Employer

Aimed at anyone who is looking to employ staff for the first time

You will be guided through the process of employing staff, from writing job descriptions, setting the salary, the recruitment process, inductions, monitoring staff performance and your legal liabilities.

<b>30 Oct 2013</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>28 Jan 2014</b>	Saltire House, Glenrothes	1.00pm to 4.00pm

### Getting the Most out of your People

Aimed at businesses who have employees

As a result of this workshop, delegates will be able to:- Identify any weaknesses/gaps with regards to recruitment and induction, retention strategies and staff development. Identify opportunities for accelerating growth through people development. Understand the potential costs and benefits to your company associated to staff development and understand where to access further assistance.

<b>15 Nov 2013</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>19 Mar 2014</b>	Saltire House, Glenrothes	1.00pm to 4.00pm

### Intellectual Property - The Essentials for Business Success

Pre-start, start-up or existing business.

You could potentially save £1000s and prevent business disasters before they happen. In this workshop you will find out about ownership of ideas, patents, trademarks, branding, design and copyright. You will also find out about licensing and associated costs.

<b>14 Nov 2013</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>16 Jan 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>31 Mar 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm

### A Practical Guide to Energy Efficiency in the Workplace

<b>11 Nov 2013</b>	Fife Renewables Innovation Centre, Leven	10.00am to 12noon
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### Family Business - Winning Formula or Recipe for Disaster

<b>11 Nov 2013</b>	Queensferry Hotel, North Queensferry	6.00pm to 8.00pm
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### How to Start Selling into International Markets

<b>12 Nov 2013</b>	Saltire House, Glenrothes	3.00pm to 5.00pm
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### Collaborate for Growth

<b>15 Nov 2013</b>	Saltire House, Glenrothes	2.00pm to 4.30pm
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### How To Book

Call: 01592 858333

Email: [success@bgfife.co.uk](mailto:success@bgfife.co.uk)

or visit [www.bgateway.com/events](http://www.bgateway.com/events)



## Business Skills - Ecommerce Events

### Get Real Results from your Website

Pre-start, start-up or existing business

What makes a good website? This course explains this from both a human and technical point of view. We'll look at how you define what your website should do, who you are targeting it at and how to plan for a new or updated site.

<b>14 Nov 2013</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>8 Jan 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>6 Feb 2014</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>6 Mar 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm

### Improve Your Search Engine Ranking

Pre-start, start-up or existing business

Your website can only be a success if it can be found by your potential customers. Our Search Engine Optimisation course illustrates the critical elements of a website that will improve its visibility to search engines (Google in particular) and ensure your website traffic is maximised.

<b>21 Nov 2013</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>15 Jan 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>13 Feb 2014</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>13 Mar 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm

### Trading Online

Pre-start, start-up or existing business

If you're planning to sell online then this course will help you decide how to go about getting an ecommerce website. In addition to the different options that are available we'll also look at the legal requirements for trading online.

<b>28 Nov 2013</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>22 Jan 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>20 Feb 2014</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>20 Mar 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm

### Social Media - Basic

For those with limited knowledge of social media but wish to find out how it can benefit their business.

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.

<b>16 Oct 2013</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>4 Dec 2013</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>11 Feb 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>11 Mar 2014</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm

### Social Media - Advanced

Aimed at those who regularly use social media but wish to use it more effectively in their business.

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.

<b>19 Nov 2013</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>11 Dec 2013</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>14 Jan 2014</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>25 Mar 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm

### Wordpress

Aimed at those who already have a Wordpress site and would like to develop it further. It does not cover installation.

Wordpress is one of the most popular and flexible website frameworks around today. It's easy to update and search engines find it easy to index. This course will show you how you can easily change the look of your Wordpress site using templates and how you can expand the functionality of the site using plugins.

<b>6 Dec 2013</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>29 Jan 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm
<b>27 Feb 2014</b>	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
<b>27 Mar 2014</b>	Saltire House, Glenrothes	9.30am to 12.30pm



## Events Programme

October 2013 - March 2014



# Events Programme

## October 2013 - March 2014

### Is Self Employment for You?

Pre-start individuals. If you would like to become self employed but are at the very early planning stages, this session is for you.

An informal session where you can find out more about starting up in self employment. What you need to know, who can help and what services can you access. In one hour you can find the answers to these questions and meet others who are in the same situation.

3 Oct 2013	Carnegie Conference Centre, Halbeath	6pm to 7pm
17 Oct 2013	Saltire House, Glenrothes	6pm to 7pm
29 Oct 2013	Carnegie Conference Centre, Halbeath	6pm to 7pm
7 Nov 2013	Saltire House, Glenrothes	6pm to 7pm
19 Nov 2013	Carnegie Conference Centre, Halbeath	6pm to 7pm
27 Nov 2013	Saltire House, Glenrothes	6pm to 7pm
3 Dec 2013	Carnegie Conference Centre, Halbeath	6pm to 7pm
12 Dec 2013	Saltire House, Glenrothes	6pm to 7pm
18 Dec 2013	Carnegie Conference Centre, Halbeath	6pm to 7pm
14 Jan 2014	Saltire House, Glenrothes	6pm to 7pm
23 Jan 2014	Carnegie Conference Centre, Halbeath	6pm to 7pm
30 Jan 2014	Saltire House, Glenrothes	6pm to 7pm
6 Feb 2014	Carnegie Conference Centre, Halbeath	6pm to 7pm
19 Feb 2014	Saltire House, Glenrothes	6pm to 7pm
27 Feb 2014	Carnegie Conference Centre, Halbeath	6pm to 7pm
11 Mar 2014	Saltire House, Glenrothes	6pm to 7pm
20 Mar 2014	Carnegie Conference Centre, Halbeath	6pm to 7pm
26 Mar 2014	Saltire House, Glenrothes	6pm to 7pm

### How To Book

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### 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 Workshop

Pre-start individuals or those looking to set up their business in the next few months.

This workshop covers the business planning process, how to prepare your business plan and produce a cashflow forecast. The different sources of finance available and the different legal structures of a business.

22 Oct 2013	Saltire House, Glenrothes	6pm to 9pm
14 Nov 2013	Carnegie Conference Centre, Halbeath	6pm to 9pm
10 Dec 2013	Saltire House, Glenrothes	6pm to 9pm
15 Jan 2014	Saltire House, Glenrothes	6pm to 9pm
11 Feb 2014	Carnegie Conference Centre, Halbeath	6pm to 9pm
6 Mar 2014	Saltire House, Glenrothes	6pm to 9pm

#### Marketing Workshop

Pre-start individuals or those looking to set up their business in the next few months.

This workshop covers the role of marketing in your business. How to identify your target customers, identify the strengths and weaknesses of your competitors and carry out market research.

29 Oct 2013	Saltire House, Glenrothes	6pm to 9pm
21 Nov 2013	Carnegie Conference Centre, Halbeath	6pm to 9pm
17 Dec 2013	Saltire House, Glenrothes	6pm to 9pm
22 Jan 2014	Saltire House, Glenrothes	6pm to 9pm
18 Feb 2014	Carnegie Conference Centre, Halbeath	6pm to 9pm
13 Mar 2014	Saltire House, Glenrothes	6pm to 9pm

#### ICT Workshop

Pre-start individuals or those looking to set up their business in the next few months.

This workshop will look at identifying where your business could benefit from technology, what hardware/software requirements you may have, whether you need a website and how best to market your business, choosing the right internet provider and service and how to keep your data secure.

28 Nov 2013	Carnegie Conference Centre, Halbeath	6pm to 9pm
29 Jan 2014	Saltire House, Glenrothes	6pm to 9pm
20 Mar 2014	Saltire House, Glenrothes	6pm to 9pm

### Business Skills - Finance Events

#### Newly Self-Employed - The Basics

Pre-start and those who have recently started trading.

Find out how to register your business with HMRC, what is meant by employment status and the different classes of NI contributions. You will also find out how to create and maintain a basic record keeping system and understand the tax return cycle, payments to HMRC and possible penalties.

7 Nov 2013	Saltire House, Glenrothes	9.30am to 12.30pm
16 Jan 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
5 Mar 2014	Saltire House, Glenrothes	9.30am to 12.30pm

#### Business Expenses & Capital Allowances

Aimed at those who have recently started their business.

Find out what allowable business expenses are and how to work out your tax allowances. How to recognise 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.

21 Nov 2013	Saltire House, Glenrothes	9.30am to 12.30pm
10 Feb 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
26 Mar 2014	Saltire House, Glenrothes	9.30am to 12.30pm

#### Introduction to VAT

For those who are considering VAT registration or already VAT registered.

This workshop helps you to understand your legal obligations, create and maintain basic VAT records, calculate input and output tax and complete a VAT return.

18 Nov 2013	Saltire House, Glenrothes	10.00am to 12.30pm
17 Mar 2014	Saltire House, Glenrothes	10.00am to 12.30pm

#### Bookkeeping

Aimed at those who have recently started trading or existing businesses.

Find out what financial records are needed, the broad principles and procedures of accounting systems and how to choose the appropriate system – either manual or computerised. Know which financial statements and statutory returns are relevant to your business and the different accounting periods and financial years.

22 Oct 2013	Saltire House, Glenrothes	9.30am to 12.30pm
6 Nov 2013	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
9 Dec 2013	Saltire House, Glenrothes	9.30am to 12.30pm
15 Jan 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
10 Feb 2014	Saltire House, Glenrothes	9.30am to 12.30pm
4 Mar 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm

#### Financial Management

Aimed at those who have recently started trading or existing businesses.

This workshop will give you the knowledge and skills to manage your finances. It covers topics such as financial records, effective credit management, managing cash flow and understanding financial statements. It will also help you predict and control cash flow and produce a credit control plan.

27 Nov 2013	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
12 Mar 2014	Saltire House, Glenrothes	9.30am to 12.30pm

### Business Skills - Marketing Events

#### Marketing Your Business

Aimed at those who have recently started trading or existing businesses.

At this session, you will identify what the market is, what your customers need and want, produce forecasts and explore what type of marketing you will use and how much this will cost. Look at pricing your product or service and how these are to be sold.

14 Oct 2013	Saltire House, Glenrothes	9.30am to 12.30pm
2 Dec 2013	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
13 Jan 2014	Saltire House, Glenrothes	9.30am to 12.30pm
3 Mar 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm

#### Advertising & Promotion

Aimed at those who have recently started trading or existing businesses.

Identify what and where the markets are for your business and the key ingredients for advertising successfully. The cost benefits of using different types of advertising and the benefits of setting up a website.

21 Oct 2013	Saltire House, Glenrothes	9.30am to 12.30pm
9 Dec 2013	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
20 Jan 2014	Saltire House, Glenrothes	9.30am to 12.30pm
10 Mar 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm

#### Mastering Selling

Aimed at those who have recently started trading or existing businesses.

Equip yourself with the knowledge and skills to improve your sales by identifying the customer requirements through questioning techniques. Identify what products/services meet the customer's need and interpret buying signals to close the sale. Look at the difference between features and benefits and how to monitor your sales progress.

28 Oct 2013	Saltire House, Glenrothes	9.30am to 12.30pm
16 Dec 2013	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
27 Jan 2014	Saltire House, Glenrothes	9.30am to 12.30pm
17 Mar 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm

#### PR on a Shoestring

Aimed at those who have recently started trading or existing businesses.

This workshop explores how businesses can generate maximum publicity for themselves with minimum spend. You will learn how to identify/create a news angle, how to construct a press release, how to reach the media and make the leap from regional to national news.

31 Oct 2013	Saltire House, Glenrothes	10.00am to 1.00pm
5 Dec 2013	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm
23 Jan 2014	Saltire House, Glenrothes	10.00am to 1.00pm
20 Mar 2014	Dunfermline Business Centre, Dunfermline	10.00am to 1.00pm