

Business Sheffield



Business Information Sessions October – December 2017

Please find below a list of our upcoming expert delivered business information sessions, all of which are free of charge. To reserve yourself a place or for more information please call our Gateway on 0800 043 55 22 or 0114 224 5000. Our sessions are very popular so places are limited to one person per company/organisation. In the event of a session being fully booked, we will offer you the option to go on a shortlist in case we have any cancellations.

Autumn Networking Event - Piccolino

*4th October
5.30 pm onwards*

After the success of our Summer Networking event come and join Business Sheffield for drinks and canapés on Wednesday 4th October for a relaxed and informal evening of networking.

Starting Up - Coaching Session 1

Research, planning and starting a business

(fortnightly)

This session will provide you with the tools to analyse the viability of your business using market research techniques, topics include; looking at your marketing avenues; identifying what is required through market research; explaining the purpose of business planning; legal structures.

APPENDIX 1

Starting Up - Coaching Session 2

Financial Forecasting

(fortnightly)

This workshop teaches you the principles of basic business financial planning for the year ahead & helping you understand whether the business is financially viable, topics include; personal survival budgeting; start-up costs & overheads; cash flow forecasts; pricing and terms and conditions.

Starting Up - Coaching Session 3

Tax Record Keeping and Expenses

(fortnightly)

This workshop will advise you on your legal obligations relating to self-employment, including; registration (when & how); tax and NI contributions; expenses and allowances; record keeping.

Terms and Conditions

Tuesday 17th October

Friday 17th November

Already trading or nearly there? Learn how to put robust terms and conditions in place: Why you need them; what to include; sales of goods terms; and terms of service.

Connect Sheffield

Wednesday 18th October

Join Business Sheffield at Connect Sheffield – a prestigious business conference and exhibition at Ponds Forge. Free to attend or discounted stands to exhibit. Contact Sheffield Chamber Events on 0114 201 8888.

Innovative Businesses; R and D Tax Credits, Patent Box Reliefs and IP Protection

Wednesday 25th October

Is your business innovative, does it develop new or improved products or software solutions, improve manufacturing processes or solve technical problems? This workshop will explain R&D tax credits (£26 savings for every £100 spent innovating), Patent Box reliefs and IP Protection. Join Shorts Chartered Accountants Innovation Taxes Group and Patent Attorneys Withers and Rogers for this informative workshop.

APPENDIX 1

Start-Up Marketing & Sales

Friday 27th October

Without effective marketing there will be no sales and without sales no business can survive. This workshop explores the need for a strong brand, understanding your customers and how to reach them using key messaging and compelling marketing material. The second half deals with how to close business using the consultative sell. This session is an ideal precursor to the Marketing Fundamentals workshop.

Basic Book Keeping

Tuesday 31st October

Wednesday 29th November

For new starts and young businesses undertaking bookkeeping and accounts themselves.

Topics include how to keep: a sales ledger, purchase ledger; cash book, reconcile the business cash and bank accounts; prepare and understand your profit and loss account. Tips and hints on bookkeeping. Computerised and cloud accounting.

Marketing Fundamentals for your Business

Wednesday 1st November

Building on the start-up marketing and sales workshop, looking at the 7 P's of marketing, how to formulate a marketing strategy, explore routes to market, tactics and more. It also looks at understanding your business and marketing goals, so that an effective marketing plan can be created. Finally we ask you to bring along a piece of your own marketing material, a leaflet, a business card, or we can look at your website and have a fun, constructive brainstorming session to see how things could be made more impactful.

MADE Entrepreneur Conference

Thursday 9th November

Join Business Sheffield at the UK's premier entrepreneurship event – back to educate and inspire in the Sheffield Crucible. Use our code for discounted tickets BusSheffMADE (£25) at www.madefestival.com

Retail Workshop – Driving sales through effective buying, marketing and merchandising

Thursday 9th November

Inspired by Mary Portas, delivered by the Source Academy. This workshop is a must for any retailer covering the following key things: Vision - how you remain true to your brand, Brand Values - and how you resonate with your customers, Knowing your customer – profiling and understanding their needs, Buying the right stock at the right price, Pricing correctly and profitably, Marketing - developing a targeted and effective marketing strategy, Delivering excellent customer service, Visual display techniques.

APPENDIX 1

Winning New Customers via the Telephone

Friday 10th November

For business to business (not business to consumer) sales. Learn how to approach prospects and gain new business via the phone.

Explores why so many of us are nervous about using the phone, dispels some of the myths and fears associated with cold calling and gives advice and tips on all aspects of running a successful telephone campaign.

An introduction to Digital Marketing

Monday 13th November

An insight into how a Google & Bing certified agency would address an online marketing campaign. Focussing on a potential client's journey from discovering, to interacting with and finally purchasing from your business. During the session we will look at...

Landing destinations for the campaign and the customer journey once there. Focussed keywords and strategies. Digital marketing platforms, Including PPC, SEO and social media. Campaign tracking with the use of goals through Google analytics.

Social Media

Tuesday 14th November

Tuesday 12th December

How can social media platforms (Twitter, Facebook and LinkedIn) be used to promote your business? Tips and tricks to grow your social media presence.

How to Sell Face to Face

Wednesday 15th November

For anyone whose business success depends on selling face to face.

Improve your success rates from appointments. Pre-appointment preparation; creating a good first impression; opening and keeping control of the meeting; questioning techniques; objection handling; recognising buying signals; and closing/agreeing the next step.

Maximising your website

Wednesday 22nd November

Gain more business from your web presence. How to drive traffic to your website via SEO including; long-tail keywords; click bait; backlinks; internal links; and using Google Webmaster and Analytics.

APPENDIX 1

Shows you how to use social media to attract visitors; how to convert website traffic into leads and sales, how to influence your visitors actions creating urgency, the art of writing good text; the power of FAQ's and customer reviews as a way of capturing visitor details.

Recruiting and Employing Staff

Monday 27th November

Recruiting for the first time or want to check you are doing it right? The session will explore safe recruitment practices and attracting the right people; induction process; contract of employment; staff handbook and policies (understand what is essential and what is desirable); and probationary periods.

Contracts for typical workers - subcontractors, casual staff and zero hours workers.

Limited Company Workshop

Tuesday 28th November

This workshop dispels some of the myths and will explain how to register a ltd company, reporting requirements including when accounts will need filing, difference between your money and money that belongs to the company, how to take money out of the business and what way is best to pay yourself? (employee of the company?), what is corporation tax, capital allowances, responsibilities of a company director and how to dis- incorporate.

Exploring Finance

Monday 4th December

For start-up/early stage businesses. Gain an insight into the different finance solutions available in the current market place as well as assessing the advantages/disadvantages of each finance route. Understand the different legal obligations for taking on different types of finance.

Creating a Brand

Thursday 7th December

Why a strong brand is essential: what constitutes a brand; how to understand your own brand and its identity; style and tone of voice. Includes several thought provoking branding exercises including looking at a live case study to explain some of these key principles and finally will show you how to use your brand.

Employing people for the first time from an Accountancy Perspective

Monday 11th December

Find out all you need to know to avoid penalties and interest when employing people. What I need to tell HMRC, when I need to tell them, on-going reporting requirements, do I need an accountant to prepare my payroll, how do I pay my staff, what is the national minimum wage, can I pay my employees expenses and benefits, what is Real Time Information and Auto Enrolment.

APPENDIX 1



Address: Creative Sheffield, Second Floor, 11 Broad Street West, Sheffield S1 2BQ
Tel: +44 (0) 114 223 2345 Fax: +44 (0) 114 223 2346 Email: businesssheffield@sheffield.gov.uk

Neither Creative Sheffield or any of its affiliates accepts responsibility for the accuracy or completeness of the contents of this email as it has been transmitted over a public network. If you receive this email in error please accept our apology. If you do not want to receive any more of our mailshots please [click here to unsubscribe](#).