

# ENTERPRISE HUB

**TRAINING  
& EVENTS**  
MAY 2022



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Event	Time	Description	Date
Customer Discovery	11am - 12pm	<p>Understanding who your customer is vital to ensuring your business operates as efficiently and profitably as possible, but with customer behaviour being so fluid – especially just now - remaining valuable to customers' needs to be a regular focus.</p> <p>Join the NatWest Business Builder Team as we explore the different ways you can focus on the problem you solve for your customer, ensuring that what you're investing precious time and resource into is going to keep them coming back, as you adapt with them.</p> <p>We'll talk about the why's, the where's and the how's of Customer Discovery so that you come away with a solid understanding of what your next steps and techniques will be to continue to serve your customers</p> <p><b>Session Lead</b> Natalie Hughes Local Enterprise Manager - Business Development Manager, Natwest Bank.</p>	4th May

Online Training



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Event	Time	Description	Date
How to: Maximise Sales Opportunities	11am - 12pm	<p>In this webinar you will learn the 8 steps to increase business and maximise opportunities</p> <ol style="list-style-type: none"> <li>1. Ask questions and shut up</li> <li>2. Showcase Your Good Self</li> <li>3. Assume - doesn't just make an ass out of u and me</li> <li>4. Fix headaches don't sell products customers don't want to buy</li> <li>5. Tell your story visually</li> <li>6. Objections are opportunities</li> <li>7. Push It (for a decision)</li> <li>8. Always over-deliver</li> </ol> <p><b>Session lead</b>  Leon McCowan - Sales Dojo  Leon has worked in the mobile telecoms industry for 20+ years developing a wealth of knowledge and helping to build three companies which sold to the corporate networks for in excess of £10m. During this time he has recruited, trained and developed 1000's of telesales, direct sales and indirect sales people.</p>	5th May



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Event	Time	Description	Date
How to protect your client data and your business online security	9.30am - 10.30am	<p>This session will cover;</p> <ul style="list-style-type: none"> <li>• Introduction to being safe online</li> <li>• Methods to protect your business data</li> <li>• Being aware of how your client data is stored</li> <li>• Ensure safe device usage for your business</li> </ul>	<p>6th May</p> 
Business Planning Made Simple	10am - 12.30pm	<p>Start planning your business with this quick and easy introduction to business planning. This 2-part course is the starting point for thinking about a business plan in a friendly environment, with like-minded women.</p> <p>You will leave this session with an understanding of:</p> <p>How to develop a business plan and review the essentials to starting a business</p> <p>How to add sustainability to the heart of your business model</p> <p>Market Research – The essential starting point for any business</p> <p>Marketing – How to get the word out there about your business</p> <p>Finance – Building on skills that you already have and giving you tools and resources to keep your finances properly.</p>	<p>Session 1 10th May</p> <p>Session 2 11th May</p>



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Event	Time	Description	Date
Power of Mindset	12pm- 1pm	<p>Our mindset shapes everything we think and everything we do. From the brand of pasta or loo-roll we buy to the top priority business decisions we make. Often these decisions are made for us by our unconscious and could often be holding us back because these decisions are uncertain or uncomfortable – especially just now. Join the NatWest Business Builder team and take a deep dive into The Power of Mindset. We'll be looking at how our mindset is formed and influenced to understand why different situations feel comfortable or not. You'll come away with a deeper understanding of your own mindset, where it may be holding you back, and the tools and techniques you need to take the next uncomfortable step.</p> <p><b>Session Lead</b>  Natalie Hughes  Local Enterprise Manager - Business Development Manager, Natwest Bank.</p>	12th May



Event	Time	Description	Date
Using Tools for Creative Content	10:30am - 12:30pm	<p>This marketing session is focusing on creative tools that support the marketing and growth in a business.</p> <p>We will be covering some design platforms including Canva, scheduling platforms for social media and even newsletters and landing pages. Come along to learn more about these platforms.</p>	13th May
Take Back Control and Manage Your Wellbeing	3pm - 4pm	<p>If you're under a lot of pressure, you feel overwhelmed or out of control, and want to reduce burnout, boost morale and improve emotional safety, then this short event is for you.</p> <p>We will understand how the mind processes stress, explore how to work towards more control and ultimately getting onto a happier path. We will have a quick look at some strategies to manage your wellbeing including mindfulness.</p>	16th May



In-person session

Online Training



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Event	Time	Description	Date
<b>Growing your Social Enterprise</b>	<b>2:30pm - 4pm</b>	<p>This session will help support a social enterprise that is ready for their next steps, the topics covered will be:</p> <ul style="list-style-type: none"> <li>• Mission and Purpose</li> <li>• Where to look for funding</li> <li>• Social enterprise structures</li> </ul>	<b>17th May</b> 
<b>Creator Economy</b>	<b>10:30am - 12pm</b>	<p>Do you know how social media platforms are helping people to monetise their content.</p> <p>Join our Creator Economy session with Jade Parkinson Hill the Ed-Tech Entrepreneur, who is one step ahead of the trends, talking all things new to online selling.</p> <p>In this session you will;</p> <ul style="list-style-type: none"> <li>- Create a personal brand</li> <li>- Identify a niche for social media</li> <li>- Hear ideas and tip on how you can monetise it.</li> </ul>	<b>17th May</b> 



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Event	Time	Description	Date
<b>Branding your Business</b>	<b>10:30am - 12:30 pm</b>	<p>So, you've decided to start a business, you have the idea but what about an identity?</p> <p>This session will cover:</p> <ul style="list-style-type: none"> <li>- Brand Identity (name, logo, straplines)</li> <li>- Vision and Values</li> <li>- Brand Personality</li> <li>- Unique Selling Points (USPs)</li> <li>- Messaging / Tone of Voice</li> </ul>	<b>18th May</b> 
<b>The Drop-in Clinic</b>	<b>2pm - 5pm</b>	<p>Thinking of starting a business?</p> <p>Why not drop in to 54 St James Street and share your ideas with our Business Adviser John. He can help talk you through what you need to consider when setting up and to prepare yourself for running your own business.</p>	<b>18th May</b> 



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Event	Time	Description	Date
<b>Social Media for your Start Up</b>	<b>10am - 12pm</b>	<p>Get your social media up and running for your new start-up business.</p> <p>This course provides a great overview of different social media marketing techniques that can be used to promote your business online.</p> <p>Looking at different social media tools and time saving techniques, this course will help you to market your business in a cost effective and time efficient way.</p>	<b>19th May</b> 
<b>Taking on Employees: What you need to know</b>	<b>1pm - 2pm</b>	<p>This session will cover the employee journey, setting the team member up for success before they start, getting ready for the first day, legal compliance – contract, handbook, policies and procedures, right to work, the first week – how to get the most out of your new employee &amp; much more!</p>	<b>23rd May</b> 



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Event	Time	Description	Date
<b>Peer Networking Session</b>	<b>10:30am - 12pm</b>	<p>This peer networking session will give you the chance to hear from industry experts, who will offer advice, support, and inspiration.</p> <p>About this event</p> <p>Are you looking to set up a consultancy business or offer professional services, or do you have your own consultancy or service business, and you need some help with your next steps?</p>	<b>23rd May</b> 
<b>Building Online Content: Blogging &amp; Vlogging</b>	<b>2pm - 5pm</b>	<p>Join our interactive session hosted by hi-impact media and discover the tricks of the trade when it comes to blogging &amp; vlogging!</p> <p>The team are very passionate about taking the skills they have developed over many years, and sharing this through training new businesses and clients to get the springboard they need to launch their careers.</p>	<b>24th May</b> 



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Event	Time	Description	Date
<b>Bookkeeping</b>	<b>10am - 12pm</b>	<p>An introduction to bookkeeping and how to use it for your business! If you want to avoid a pile of receipts and think you could benefit from some training on bookkeeping and accounting, then this course will be suitable for you!</p> <p>This course will take you through simple techniques to manage your business finances, with hands-on practice and take-home resources to guide you through basic bookkeeping.</p>	<b>24th May</b> 
<b>How to: Pitch Perfect</b>	<b>10am - 12pm</b>	<p>In this hands on workshop you will be learning how to deliver your perfect pitch, and also gaining ideas and confidence with likeminded businesses.</p> <p>The session will cover;</p> <ul style="list-style-type: none"> <li>• What should an elevator pitch consist of.</li> <li>• Write your own pitch and develop ideas with your peers.</li> <li>• Confidence techniques for talking in front of an audience</li> <li>• Opportunity to practice your pitch</li> </ul>	<b>25th May</b> 



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Event	Time	Description	Date
<b>Build a Social Media Strategy</b>	<b>10am - 12pm</b>	<p>A more in-depth look at social media for your business and how to boost your online profile.</p> <p>If you're looking to step up the online marketing for your business, this is the course for you!</p> <p>Through this informative course, you will :</p> <ul style="list-style-type: none"> <li>- Look at how to link your online platforms and create a strong presence</li> <li>- Raise your online profile</li> <li>- How to target your audience and segment messaging</li> </ul>	<b>26th May</b> 
<b>Picking the Right Business Structure</b>	<b>3pm - 4pm</b>	<p>Setting up a business can be overwhelming with the amount of information and choices you might need to make.</p> <p>This session will help cut out the first step on wondering how you should set your business up. We will break down a variety of options and the pros and cons of each legal structure for starting up your new business.</p>	<b>27th May</b> 



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Event	Time	Description	Date
<b>Work Smarter with your Social Media</b>	<b>10am - 11:30am</b>	<p>In this workshop you will learn how to work smarter with your social media platforms using online tools for business such as Hootsuite.</p> <p>Learn how to save time by scheduling activity, understand content strategy and how to produce engaging content for your posts, and learn tips and trick such as national holidays so your posts have a bigger impact.</p>	<b>30th May</b> 
<b>The Online Speed Network</b>	<b>2:30pm - 4pm</b>	<p>Meet like minded business owners on this online speed networking event.</p> <p>If you find walking into a room daunting especially when you don't know anyone or are new to business, this will help build your confidence to talk about your business and develop relationships with other business owners.</p>	<b>31st May</b> 



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Event	Time	Description	Date
Understanding Tax & NI	10am - 12pm	<p>An introduction to tax and NI, and how to plan for Self-Assessment.</p> <p>Keep your business safe and learn to understand your National Insurance and Tax requirements.</p> <p>This course will take you through:</p> <ul style="list-style-type: none"> <li>- Registering as a sole trader</li> <li>- How to pay HMRC</li> <li>- Your legal requirements and the support tools available.</li> </ul>	<p>31st May</p> <p>Online Training</p>



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Please book your place on these courses  
via your business adviser.

If you are not yet enrolled for business  
support from The Women's Organisation,  
please contact us.

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