

ENTERPRISE HUB

**TRAINING
& EVENTS**
JUNE 2022



European Union
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Event	Time	Description	Date
Are you ready to start your business	5:30pm - 6:30pm	A good business is nothing without a great idea. This short course will help you prepare for self-employment, through exploring your business idea, identifying the things you need to consider when starting up and the pros and cons associated.	6th June
Setting Business Goals	10am-12pm	You've got your business idea or you've set your business up. Next you have to decide what are your short and long term goals and how you will achieve them. Come along to this 3-part accredited course to bring your business to the next step!	Session 1 7th June Session 2 14th June Session 3 21st June
Business Planning Made Simple	10am-12:30pm	<p>Start planning your business with this quick and easy introduction to business planning.</p> <p>This 2-part course is the starting point for thinking about a business plan in a friendly environment, with like-minded women.</p>	8th June

Online Training



Online Training

Online Training



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Event	Time	Description	Date
Social Media for your Start Up	10am-12pm	<p>Get your social media up and running for your new start-up business. 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> <p>This session will cover: What is it about? What tools are available? Understanding What Social Media Sites are for Understanding Audience and Reach What am I Using Social Media for?</p>	13th June 
Are you ready to start your business	5:30pm - 6:30pm	<p>A good business is nothing without a great idea. This short course will help you prepare for self-employment, through exploring your business idea, identifying the things you need to consider when starting up and the pros and cons associated.</p>	15th June 



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Event	Time	Description	Date
Branding your Business	10:30am-12:30pm	<p>“A brand for a company is like a reputation for a person. You earn reputation by trying to do the hard things well.” (Jeff Bezos, Founder of Amazon)</p> <p>So, you've decided to start a business, you have the idea but what about an identity?</p> <p><i>This session will cover:</i></p> <ul style="list-style-type: none"> - Brand Identity (name, logo, straplines) - Vision and Values - Brand Personality - Unique Selling Points (USPs) - Messaging / Tone of Voice <p>Session Lead – Sharon Silcock, Trending Events Consultancy</p> <p>Introducing Sharon Silcock, a marketing professional with over 20 years of knowledge, skills and experience gained through working for some of the largest organisations in the North West including the Liverpool Daily Post & ECHO, Cheshire Oaks Designer Outlet and Liverpool ONE.</p>	15th June

In-person session



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Event	Time	Description	Date
Unconscious Bias - Accredited	10am - 12pm	<p>This three week accredited training programme will look at how unconscious bias shapes the world around us and how we can tackle it. How does unconscious bias shape our perspectives, and how can we challenge it in our everyday life?</p> <p>Introducing this new accredited training, funded through the European Social Fund, where you will complete one unit of a Level 2 qualification!</p> <p><i>About this training:</i></p> <p>Over three sessions, we look at where unconscious bias comes from and how it shapes the world around us.</p>	<p>Session 1 16th June</p> <p>Session 2 23rd June</p> <p>Session 3 30th June</p>
Developing a 60 second pitch	10:30am-12pm	<p>If you haven't got a clear 60-second pitch, you could be missing out on opportunities to grow your business every day.</p> <p>Even in such uncertain times, you never know when the opportunity to support others may arise, so it is important to be able to explain your business quickly and simply.</p> <p>Join the NatWest Business Builder team as we break the 60-second or 'elevator' pitch down into its component parts. You'll come away with a clear understand around what to put in and leave out and how to structure for maximum impact.</p>	<p>16th June</p>

Online Training

In-person session



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Event	Time	Description	Date
Resilience - Accredited	10am-1pm	<p>This two session accredited training programme will explore resilience and outline practical strategies we can put in place.</p> <p>Do you need a resilience boost and some practical strategies to strengthen those inner reserves during these challenging times?</p> <p>Introducing this new accredited training, funded through the European Social Fund, where you will complete one unit of a Level 2 qualification!</p> <p><i>About this training:</i></p> <p>This course is packed full of useful information and gives you the opportunity to reflect on how you are coping and points you in the right direction to move forward and bounce back.</p>	<p><i>Session 1</i> 17th June</p> <p><i>Session 2</i> 24th June</p>

In-person session



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Event	Time	Description	Date
Build a Social Media Strategy	10am-12pm	<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"> - Look at how to link your online platforms and create a strong presence - Raise your online profile - How to target your audience and segment messaging 	20th June 
The Online Speed Network	3pm-4:30pm	<p>Meet like minded business owners on this online speed networking event. 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>	20th June 



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Are you ready to start your business	5:30pm - 6:30pm	A good business is nothing without a great idea. This short course will help you prepare for self-employment, through exploring your business idea, identifying the things you need to consider when starting up and the pros and cons associated.	21st June
Bookkeeping	10am-12pm	<p>An introduction to bookkeeping and how to use it for your business! If you 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>	21st June

Online Training

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Event	Time	Description	Date
Digital Marketing - Accredited	1pm-4pm	<p>This 2-part level 3 accredited training course will help you focus on developing a clear aim, identify a target audience and selecting the best social media platform to reach them.</p> <p>Create a campaign with content to attract attention, who can help the business promote the campaign, how to measure success of the campaign.</p> <p>The campaign plans will focus on campaigns to raise awareness, promote a service or raise funds.</p>	<p>Session 1 22nd June</p> <p>Session 2 29th June</p>

Online Training



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Event	Time	Description	Date
Leadership & Management Skills - Accredited	10am-1pm	<p>This 2-part accredited Women in Leadership programme will empower you with the mindset, network, and capabilities to accelerate your transition to a leadership role.</p> <p><i>You will learn:</i></p> <ul style="list-style-type: none"> • How to build a leadership toolkit based on best practices • Strategic communication skills to share your vision, lead challenging conversations, inspire followers, and influence without authority • To explore your own leadership style, experiment with new approaches, and grow your capacity for self-reflection • Confidence and capabilities to lead change in uncertainty and engage effectively with a team. 	<p><i>Session 1</i> 27th June</p> <p><i>Session 2</i> 28th June</p>

In-person session



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Event	Time	Description	Date
Understanding Tax and National Insurance	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"> - Registering as a sole trader - How to pay HMRC - Your legal requirements and the support tools available. - How to calculate your Tax and NI payments and plan key dates for Self-Assessment 	28th June

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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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