

January - March 2012

## WHO ARE BUSINESS GATEWAY LANARKSHIRE?

### BUSINESS GATEWAY LANARKSHIRE

offer a free and impartial service to encourage entrepreneurship, ensure improved productivity and assist local businesses to be competitive and sustainable.

Our service is available at no cost and is supported by Local Authorities in North and South Lanarkshire, Scottish Enterprise and The Scottish Government.

**FINANCE WORKSHOPS** are available in this directory that will help you to focus on getting your Business Finances in order, why don't you concentrate this quarter, in some areas below:-

**Understand Business Credit Rating** is one of our newer finance workshops introduced to help you access and understand your own Business Credit rating and explain the key indicators that you need to know

**Thu 1 Mar 9.30 - 12.30pm**

**Understanding your financial statements** is important to manage the different financial records that you use in your business, come along to gain a better understanding

**Wed 15 Feb 9.30 - 12.30**

**Funding the Business** explains why companies need to raise finance and can help you to create a successful funding package

**Wed 7 Mar 9.30 - 12.30**

### MEET THE ADVISER SERVICE

1 hour adviser appointments are available in the following locations:

**Atrium Business Centre, Coatbridge**

Mon - Fri 9am - 5pm

**Heritage Centre, Motherwell**

Thu 9.30am - 5pm

**Barncluth Business Centre, Hamilton**

Mon - Wed 9am - 5pm

**East Kilbride Arts Centre**

Wed pm & Thu 9.30am - 4.30pm

**Cumbernauld College, Cumbernauld**

1st Wed of every month, 9am - 12noon

Call 01236 702020 to book

# training & event directory

[www.lanarkshire-business.co.uk](http://www.lanarkshire-business.co.uk)

Atrium Business Centre, Coatbridge t: 01236 702020 e: [advice@sbglanarkshire.co.uk](mailto:advice@sbglanarkshire.co.uk)



## focus on... business support

### OVER 4,000 CLIENTS CONTACT

Business Gateway in Lanarkshire each year to access business information, business events, support in growing their business, support in starting their business or simply to seek advice about a particular area within their business.

We have a team of 12 advisers who support 1200 clients each year to start their business. Our advisers also work closely with over 500 established businesses, of which 60 businesses had considerable growth prospects and were able to access a range of Scottish Enterprise products to help them achieve growth potential.

At Business Gateway we work in partnership with organisations to ensure that SMEs have access to a wide range of business support and development opportunities, partners include North & South Lanarkshire Councils. **The Lanarkshire Business Week** organised by the Local

Authorities, will be launched in 2012 and will take place week commencing Monday 27th February. There will be a large number of business activities taking place throughout this week including the following events at the Atrium Business Centre, Coatbridge (further details inside):

**Intro to Marketing & Market Research**

Mon 27 Feb 6.00pm-8.30pm

**Social Media: FaceBook**

Mon 27 Feb 9.30am - 12.30pm

**Social Media: You Tube**

Mon 27 Feb 1.30pm - 4.30pm

### Write a Business Plan

Tue 28 Feb 6.00pm-8.30pm

### Customer Care

Tue 28 Feb 9.30am-12.30pm

### Book Keeping & Financial Record Keeping

Wed 29 Feb 6.00pm-8.30pm

### Sales Tools to Guarantee Results

Wed 29 Feb 9.30am-12.30pm

### Employing People

Thu 1 Mar 6.00pm-8.30pm

### Tax and VAT

Thu 1 Mar 6.00pm-8.30pm

### Understand Business Credit Rating

Thu 1 Mar 9.30am-12.30pm



Our partnership with Cooperative Development Scotland (CDS) can offer a different approach for maximizing business opportunities by collaborating with other businesses. We are delighted to introduce a new event in Lanarkshire on **Tuesday 28th Feb 2 - 4pm** which will give information and guidance on collaborating for growth. Email [advice@sbglanarkshire.co.uk](mailto:advice@sbglanarkshire.co.uk) or call 01236 702020 to find out about any of our Business Support Services. You can also follow us on [twitter.com/bglanarkshire](http://twitter.com/bglanarkshire).

**To book your free place just call  
01236 702020 or email [advice@sbglanarkshire.co.uk](mailto:advice@sbglanarkshire.co.uk)**

<b>Workshops for new and pre-start businesses</b>	<b>Dates</b>		
<b>Introduction to Marketing &amp; Market Research:</b> <i>Satisfy your customers' needs</i> Identify and predict your customers' needs, select target markets as well as develop a strategy and differential advantage for the introduction a new product or service.	<b>Tue 17 Jan</b> 6.00 - 8.30pm	<b>Mon 27 Feb</b> 6.00 - 8.30pm	<b>Thu 8 Mar</b> 6.00 - 8.30pm
<b>Write your Business Plan:</b> <i>Planning, "The Key to Success"</i> Understand the planning process and why it is vital to operating a successful business. Find out what should be included and how to present your information.	<b>Thu 19 Jan</b> 6.00 - 8.30pm	<b>Tue 28 Feb</b> 6.00 - 8.30pm	<b>Tue 13 Mar</b> 6.00 - 8.30pm
<b>Financial Record Keeping:</b> <i>Improve your financial controls</i> Provides information on the importance of cash flow to successfully manage your business. Looks at profit & loss accounts, cash flow statements, and working capital.	<b>Tue 24 Jan</b> 6.00 - 8.30pm	<b>Wed 29 Feb</b> 6.00 - 8.30pm	<b>Thu 22 Mar</b> 6.00 - 8.30pm
<b>Tax &amp; VAT:</b> <i>Find out how tax and VAT affects your business</i> Ideal for pre-start or new start-up clients who need to understand business tax liability and plan for income tax, corporation tax, national insurance and VAT.	<b>Thu 26 Jan</b> 6.00 - 8.30pm	<b>Thu 1 Mar</b> 6.00 - 8.30pm	<b>Thu 29 Mar</b> 6.00 - 8.30pm
<b>Employing People:</b> <i>Understand basic employment issues</i> Aimed at businesses with limited knowledge of employing people. Provides essential advice and information on employment issues and T&Cs of employment.	<b>Thu 1 Mar</b> 6.00 - 8.30pm		
<b>Tax Return &amp; Business Expenses:</b> <i>Get organised for your tax return</i> Suitable for self-employed and partnership businesses, covering how to complete your Online Tax Return as well as allowable Business Expenses.	<b>Thu 12 Jan</b> 6.30 - 8.30pm		

<b>Business Workshops for Businesses that are Trading</b>	<b>Dates</b>
<b>NEW! Online Tools to Help Your Business:</b> <i>Identify the correct Cloud Application for your business</i> Improve your knowledge of the best applications available online that can help your business to improve productivity or open up new areas of growth off and online	<b>Tue 24 Jan</b> 9.30 - 12.30pm
<b>Networking Skills:</b> <i>Effectively build and utilise your business networks</i> Learn the practical elements of planning and executing effective sales through your networks and how to convert those opportunities into sales.	<b>Tue 14 Feb</b> 9.30 - 12.30pm
<b>Essential Marketing:</b> <i>Implement practical marketing tools</i> Improve your understanding and practical aspects of marketing, with a workbook completed during the session generating a marketing action plan.	<b>Tue 31 Jan</b> 9.30 - 12.30pm
<b>Promote your Business:</b> <i>Find the best route to promote your business</i> Learn promotional and advertising strategies that will work for your sector and location. Areas covered include image and branding, alternative media routes and content that sells.	<b>Tue 7 Feb</b> 9.30 - 12.30pm
<b>Customer Care:</b> <i>Getting those essential customer relations right first time</i> Provides business owners with an action plan on how to win and retain customers and provide high levels of customer service.	<b>Tue 28 Feb</b> 9.30 - 12.30pm
<b>Sales Tools to Guarantee Results:</b> <i>Improve your sales and the bottom line</i> An interactive workshop which analyses the sales process, identifies key responsibilities, shows you how to generate leads and prepare quotations and ultimately prepares your company to sell.	<b>Wed 29 Feb</b> 9.30 - 12.30pm
<b>Understanding Financial Statements:</b> <i>Manage your financial records effectively</i> Provides a breakdown of key financial terms and documents including sales invoices, purchase orders and the variety of financial documents you will encounter in your business.	<b>Wed 15 Feb</b> 9.30 - 12.30pm
<b>Funding the Business:</b> <i>Create a successful funding package</i> Understand why companies need to raise finance, the types of finance available, how to approach lenders and the sources of assistance available.	<b>Wed 7 Mar</b> 9.30 - 12.30pm
<b>Understand Business Credit Rating:</b> <i>Protect your business against the threat of bad debt</i> Find out how credit ratings have become a regular tool in the business world in terms of checking customers credit worthiness, gaining funding, and managing your cash flow.	<b>Thu 1 Mar</b> 9.30 - 12.30pm

**To book your free place just call  
01236 702020 or email [advice@sbglanarkshire.co.uk](mailto:advice@sbglanarkshire.co.uk)**

Create a Website for your Business	Dates		
<b>Create a Mr Site Website:</b> <i>Work on your new website with the guidance of an IT trainer</i> Design a website for your company. Understand how to get started, register domain names, create the site, enter and edit content with features such as a shopping cart, photo galleries and email contact forms.	<b>Fri 20 Jan</b> 9.30 – 4.30pm	<b>Tue 31 Jan &amp; Thu 2 Feb</b> 6 – 8.30pm	<b>Fri 10 Feb</b> 9.30 – 4.30pm
	<b>Tue 21 Feb &amp; Thu 23 Feb</b> 6 – 8.30pm	<b>Fri 16 Mar</b> 9.30 – 4.30pm	<b>Tue 27 Mar &amp; Thu 29 Mar</b> 6 – 8.30pm
<b>Promote Your Mr Site Website:</b> <i>Improve your online marketing</i> Learn how to promote your site with free online tools, write keyword rich content and measure website success.	<b>Tue 13 Mar</b> 9.30 – 12.30pm		
IT Surgery delivered in conjunction with Scottish Enterprise	Dates		
<b>Specialist Consultancy for your ICT Needs</b> 1-2-1 IT surgeries to help businesses think about and plan future IT investments. Whether you are looking to develop a new website or would like advice about systems and IT topics, this is an opportunity to discuss your ideas with an IT Advisor who can give you impartial advice about taking your plans forward and growing your business.	1 hr apps a vailable on <b>Fri 27 Jan</b> <b>Fri 24 Feb</b> <b>Fri 23 Mar</b>		
Social Media Toolkit	Dates		
<b>Use Facebook in your Business:</b> <i>Learn how to use the definitive social network</i> With 500 million users worldwide, there's something special about Facebook. But what is it, how does it work and how are businesses exploiting its potential?	<b>Mon 23 Jan</b> 9.30 -12.30	<b>Mon 27 Feb</b> 9.30 -12.30	
<b>Embed YouTube into your Business:</b> <i>Learn how to expand awareness of your business</i> Find out what makes a good YouTube video, what to be aware of when making your own YouTube videos, creating a YouTube account and using YouTube tools.	<b>Mon 23 Jan</b> 1.30 - 4.30	<b>Mon 27 Feb</b> 1.30 - 4.30	
<b>Use Twitter in your Business:</b> <i>Helping your business, 140 characters at a time</i> Twitter has revolutionised how people and businesses communicate. Learn how it can serve your business as an outpost and a listening post. Includes time to create your strategy for using Twitter.	<b>Mon 30 Jan</b> 9.30 -12.30	<b>Mon 5 Mar</b> 9.30 -12.30	
<b>Writing your own Blog:</b> <i>Find a voice for your business</i> Find out what a blog is, how you can become a "thought leader", a critic or a curator and create incoming links to your business website, all via your own blog.	<b>Mon 30 Jan</b> 1.30 - 4.30	<b>Mon 5 Mar</b> 1.30 - 4.30	
<b>Finalising your Social Media Strategy:</b> <i>Complete your social media solution</i> For delegates who have attended the Social Media Toolkit. Take forward what you have learned from the other sessions and finalise your strategy with an expert on hand.	1 hr apps a vailable on <b>Mon 6 Feb &amp; Mon 12 Mar</b>		
Computer Skills Workshops	Dates		
<b>Use Word Effectively in your Business:</b> <i>Develop your word processing skills</i> Learn the basics of Word 2007 including formatting word documents, creating document styles, using quickparts and inserting illustrations.	<b>Fri 3 Feb</b> 9.30am - 12.30pm	<b>Fri 2 Mar</b> 1.30pm - 4.30pm	
<b>Taking Word to the Next Level:</b> <i>Enhance your word processing skills</i> Developed for those with a working knowledge Microsoft Word. Learn quicker and more effective ways of producing professional documents plus discover some of the more advanced features.	<b>Tue 14 Feb</b> 1.30pm - 4.30pm	<b>Wed 15 Feb</b> 9.30am - 12.30pm	
<b>Use Excel Effectively in your Business:</b> <i>Develop your spreadsheet skills</i> Learn the basics of Excel 2007 including formatting spreadsheets, using common formulaes, creating databases, page layouts and printing.	<b>Fri 3 Feb</b> 1.30pm - 4.30pm	<b>Fri 2 Mar</b> 9.30am - 12.30pm	
<b>Taking Excel to the Next Level:</b> <i>Enhance your spreadsheet skills</i> Developed for those with a working knowledge Microsoft Excel. Improve your knowledge of formulaes and functions, database features and how to present spreadsheets using charts & graphs.	<b>Tue 14 Feb</b> 1.30pm - 4.30pm	<b>Thu 15 Mar</b> 9.30am - 12.30pm	
<b>Taking Powerpoint to the Next Level:</b> <i>Enhance your practical presentation skills</i> Developed for those with a working knowledge of Microsoft Powerpoint. Improve your knowledge of the advanced features and functions within Powerpoint to develop a professional presentation.	<b>Thu 15 Mar</b> 1.30pm - 4.30pm		

## Business Workshops for Businesses that are Trading

<b>Love My Tender. Delivered by SDP Scotland</b>	<b>Dates</b>
<b>Registration is required prior to attending the following courses. Please register and book via SDP Scotland website <a href="http://www.sdpscotland.co.uk">www.sdpscotland.co.uk</a></b>	
<b>Love My Tender</b> Love My Tender is a series of three and half workshops covering topics that will help you to understand the tendering process and collaborative working, find opportunities and compile winning tenders. Delegates are expected to attend all workshops. Lunch will be provided at full day sessions.	<b>Wed 11 Jan 9am - 12.30pm &amp; Wed 18 Jan 9am - 4pm &amp; Thu 19th Jan 9am- 4pm &amp; Mon 6 Feb 9am - 4pm</b>

<b>Delivered by Co-operative Development Scotland</b>	<b>Dates</b>
<b>Collaborate to Grow Your Business</b> This session will examine collaborative working between independent businesses. Case studies will illustrate how businesses can reduce costs or pursue new opportunities by sharing functions - marketing, selling, purchasing, back-office facilities, premises etc. The 'consortium co-operative' model will be explained - covering legal structure, risk factors, decision making processes and taxation.	<b>Tue 28 Feb 2pm - 4pm</b>

## To book your free place

**Call 01236 702020**  
**Email [advice@sbglanarkshire.co.uk](mailto:advice@sbglanarkshire.co.uk)**

Please remember to let us know if you cannot attend any events that you have made a booking for. We receive over 500 bookings per month and find that there is a high percentage of delegates that do not attend without giving any notice, this causes frustration to other delegates who cannot register as some courses have limited places. Remember to add the bookings to your diary and should you need to cancel, call 01236 702020, even if it is at short notice.

### Business Gateway Lanarkshire

Atrium Business Centre  
North Caldeen Road  
Coatbridge ML5 4EF



Follow us on twitter  
<http://twitter.com/bglanarkshire>

**01236 702020**

[advice@sbglanarkshire.co.uk](mailto:advice@sbglanarkshire.co.uk)  
[www.lanarkshire-business.co.uk](http://www.lanarkshire-business.co.uk)

