



EUROPE & SCOTLAND
European Regional Development Fund
Investing in your Future



Inspiring Enterprise

ideas and support for **business**

Autumn and Winter
Programme 2010/11

FREE Business Development
and Networking Events



GET MORE
Perth College

Creating the University of the Highlands and Islands

Through consultation with businesses to determine their business needs, The Inspiring Enterprise project, would like to invite you to take part in their autumn and winter programme of FREE business development and networking events.

WORKSHOPS

E-commerce 1:

Workshop Module –
Enhance your use of
the internet

1

Wednesday 27 October,
2010, 9.30-4.00pm.

Venue: Perth College UHI

This module covers; call to action, customer journeys through the website including fulfilment of requests for information or bookings. During this section the team with agreement, will show some of the participants' websites to highlight good practice and give some practical tips on increasing conversion rates. This workshop also includes techniques and tools to evaluate the web performance ROI. This will provide a valuable section for implementing change to your own website.

E-commerce 2:

Workshop Module –
Marketing your
website effectively

2

Thursday 28 October,
2010, 9.30-4.0pm.

Venue: Perth College UHI

If you are a business who wish to expand their online strategy then this workshop is for you. Marketing and promotion of your website is vital to driving more relevant hits to your site. The workshop will cover e-business best practice, practical tips on how to get your site noticed, engagement in the local destination management, online sales, bookings, and social media tools, up /cross selling. Case studies will be used as part of workshop delivery.

SEMINARS

Increase your sales by empowering your staff to sell your
business and its products and services

Dates to be confirmed,
6-9pm.

Venue: Perth College UHI
or Enterprise Business
Centre, Brechin, Angus.

3

Learn how to give confidence to your staff, no matter what their role is to enable them to sell all aspects of your business. Ensure employees can communicate with your customers and are ambassadors for the business.

Recruitment and selection

Thursday 4 November, 2010, 6-9pm. Venue: Perth College UHI, **or** Wednesday 2 February, 2011, 6-9pm. Venue: Enterprise Business Centre, Brechin, Angus.

4

An interactive workshop which will provide delegates with an overview of how to recruit the best candidate from preparation, conducting the interview through to induction of the candidate.

Making the most of your existing networks to create sales

Thursday 25 November, 2010, 6-9pm. Venue: Perth College UHI **or** Wednesday 20 October, 2010, 6-9pm. Venue: Enterprise Business Centre, Brechin, Angus.

6

Developing and growing your business is not just about networking with other business owners and using Linked in and twitter, all too often we fail to look at our own personal networks for business results. This workshop will offer some practical advice and guidance on developing our own networks.

Becoming an employer for the first time

5

Wednesday 24 November, 2010, 6-9pm. Venue: Perth College UHI **or** Thursday 21 October, 2010, 6-9pm. Venue: Enterprise Business Centre, Brechin, Angus.

Reduce the potential threat to your business and your employees by ensuring that you comply with employment legislation. Increasingly employees are aware of their rights in relation to legal obligations of an employer so it's important that business owners know what legislation exists and what they must adhere to protect the business.



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MANAGEMENT TRAINING

Management training: Chartered Management Institute (CMI) Certificate in Management

Wednesday 6 October,
2010.

Venue: Perth College UHI

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The 26 week qualification is offered on a blended learning basis and will involve attending evening sessions every few weeks and workshops. Further intensive study will be required. Aimed at supervisors and first line managers, and is intended for those people who need to maintain and develop the effectiveness and efficiency of the operations for which they are responsible by means of:

- Motivating and developing the people who work in the team or department
- Fostering effective communication
- Developing a sense of team/corporate identity

CMI Introductory Certificate in Management

8

Start date: Wednesday 2
March, 2011, 4.30-8.30pm

Venue: Perth College UHI

This certificate is intended for individuals who are considering a move into a first line management role or those who are new to such a role. This is an on-line course with support which should take approximately 30 hours to complete.



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For all events contact:

info.cfe@perth.uhi.ac.uk • www.perth.ac.uk/business

NETWORKING EVENTS

Business Breakfasts:

9

Wednesday 22 September, 2010,
8-10am. Fiona Drane of Bright Light
Marketing "Get your business noticed
and stand out from the crowd".

Venue: Queens Hotel, Perth.

Thursday 20 January 2011, 8-10am.
Topic and venue to be confirmed.

Informal information and networking events around a business theme of current interest. The popular format includes breakfast, short talk and interactive discussion lead by industry experts, followed by networking.

Greenbiz '10

Thursday 18 November,
2010, 4.30-8.30pm
(Includes refreshments)

Venue: Perth College UHI

10

In clear, straightforward language, industry experts will guide you through energy efficiency, opportunities for renewable energy for your business and how to grow your profits by going green. There will be an overview of most renewable technologies but particular workshops run on:

- Solar Thermal panels
- Biomass energy
- Wind turbines
- Ground/Air source heat pumps

NewBiz '11

Tuesday 8 February 2011,
Perth Concert Hall.
Details to follow!

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To book any of our **FREE** Autumn and Winter Workshop courses, please complete the section below and return by post to:

Centre for Enterprise, Perth College UHI, Brahan Building, Crieff Road, Perth PH1 2NX. Or email your choice of events to: info.cfe@perth.uhi.ac.uk

Name:

Address:

Telephone (Day):

Telephone (Eve):

Email:

COURSE LIST

If you would like to attend the following course(s), then please tick the relevant boxes.

- 1. **E-commerce 1: Workshop Module – Enhance your use of the internet.**
- 2. **E-commerce 2: Workshop Module – Marketing your website effectively.**
- 3. **Increase your sales by empowering your staff to sell your business and its products and services**
- 4. **Recruitment and selection**
- 5. **Becoming an employer for the first time**
- 6. **Making the most of your existing networks to create sales**
- 7. **Management training: Chartered Management Institute (CMI) Certificate in Management**
- 8. **CMI Introductory Certificate in Management**
- 9. **Business Breakfasts:**
 - 22 September, 2010
 - 20 January, 2011
- 10. **Greenbiz '10**
- 11. **NewBiz '11**

