

The Business Community Workshops 2022



Growth through collaboration and support



Contents

Introduction.....	2
Finance	
• Money matters for business & life.....	3
• Managing your finances.....	4
Sales & marketing	
• Shoving it up your funnel! NEW	5
• The essentials of the referral process NEW	6
• Persona development.....	7
• Using PR for your business.....	8
• The essential workshop for small business marketing.....	9
• Introduction to social media.....	10
• Effective influencing skills.....	11
Operations & resources	
• Managing & protecting your data.....	12
Strategy & personal development	
• How to connect, engage and inspire your virtual audience NEW	13
• An introduction to mental health.....	14
• Business planning - the basics.....	15
• Maintaining a positive mindset.....	16



Introduction

A range of free online workshops offered by members for members.

All of the workshops offered would normally cost you to attend, but are given to you free of charge as part of your membership.

The people offering these workshops are not being paid to do so - it is part of their contribution to the community - it would be great if you could support them.

Each event is limited to 10 people, and will be 1-2 hours, held on the first or third Tuesday of the month at 2pm.

Details of all current workshops with dates and further information on what you will get out of each session can be found here: <https://buscomm.co.uk/workshops>



This workshop will give you an overview of the different types of investments and options for you to consider. It will cover:

- The Stock Market - a simple outline
- Holistic financial lifetime planning
- Bonds - creating your own portfolio
- Strategies/diversification/conviction/profits in today's market?
- Investing for children
- Tax benefits/opportunities in financial planning
- ESG - investing to save the planet



Neil Wattam
Wattam Kirby Mee

Neil has worked in various finance and accounting roles since 2004. His experience of working in numerous businesses and sectors provides a sound base from which to help clients. Neil is a Chartered Accountant (ICAEW) and holds the Diploma in Regulated Financial Planning (CII). Neil is studying towards Chartered status with the CII.

For more than 30 years, Rob dedicated himself to giving professional financial advice to all kinds of individuals, businesses and corporations. Time and again, his clients confirmed how delighted they were that their savings and investments prospered so well.



Rob Harris
Your Financial
Friend

BOOK NOW



Managing your finances

16th Aug

Being on top of the finances in your business is key - lack of cash is one of the top reasons businesses fail!

The intention of this workshop is to make you more aware of the numbers in your business and will cover the following topics:

- Basics of managing your finances
- Credit control
- Managing debt
- Cashflow forecasting
- Managing/reducing costs
- Pricing your product or service.



Roger Eddowes
Essendon Accounts
& Tax

Roger started Essendon Accounts & Tax with Helen Beaumont in 2014. Roger loves 'getting his hands dirty', working with emerging, small-to-medium and family businesses to ensure they receive the best possible accountancy advice. He has been called a Business Godparent due to his caring, hands-on approach.

Matt is the founder and owner of ZincBooks. Before founding ZincBooks, he had always been passionate about delivering exceptional customer service to both customers and clients alike. He prides himself on being able to identify the issues and then delivering solutions to resolve those issues – in a way that's down-to-earth and friendly.



Matt Goude
Zincbooks

BOOK NOW



Shoving it up your funnel!

19th Apr

Attendees will get a better understanding of how to create content that feeds a sales funnel.

- What content does what best
- How to create a lead magnet
- E.N.D. game
- An easy email chain
- Video as content
- Copy and blogging
- Podcasts and webinars

After attending this workshop, you will be in a much better position to leverage content across various platforms to enhance lead generation.



Kevin Robinson
Your-Copywriter.com

Kevin is not quite what you expect when you think of a marketing professional or a media producer. Why? Well partly because of his unusual growth to this stage in my career. For the first part of his working life, he was very much focused on the international distribution chain for tech companies. Working within the marketing and distribution of components gave him a solid insight into the way the story of a product is told to the consumer and how to train the supply chain. He now primarily work with SMEs to enhance their brand.

BOOK NOW



The essentials of the referral process

6th Sep

Referrals are the lifeblood of any business.

In this workshop you will get some key insights into setting up a referral process that provides you with a consistent stream of leads for your business.

You will get practical advice on implementing this process into your business and how to nurture it to get the ideal type of referrals you are looking for.



Jacky Sherman
The Consultants'
Consultant

After a successful career in healthcare, for the last 14 years, Jacky has worked with business owners and their teams to build productive business relationships. Jacky is recognised as one of the key people locally to contact to put in place a strategic referral marketing system for your business that guarantees to gain you a continuous flow of recommended business from your network.

BOOK NOW



Persona development

2nd Aug

A crucial part of understanding you and driving your business objectives involves understanding your customers, what drives them and how to find them. By doing this, you're in a better position to make strategic decisions.

Persona development is the first step in developing a marketing strategy that supports your business goals and returns a positive return on investment for your marketing spend.

In this workshop, we will work through the process of building up to 6 personas to be further refined and agreed with your team, then prioritise with the intention of building it into a marketing plan.



Jessica Shailes
The Ideal Marketing
Company

Jessica has worked in digital marketing for over 10 years and has watched it evolve from an experimental marketing option to an essential tool for most businesses. She is driven to help businesses achieve their objectives using the best digital marketing resources available and recognises that each business is different. Jessica devours the latest news about digital marketing and is constantly learning in order to stay ahead of the trends for clients.

BOOK NOW



Using PR for your business

1st Mar

Public Relations covers all areas of communication this includes external and internal comms for your business. It's something that takes time to get results and to be successful it needs to be planned and done consistently.

The workshop will cover off the following areas:

- Overview of What PR is and why it's important for your business
- What to put in your PR strategy
- How to choose the right communication channels
- Advice on how to structure a press release
- Tone of voice
- Tips on working with all types of media form online, print and broadcast



Eleanor Lester
Shrewd PR

Eleanor is a Public Relations professional with 20+ years' experience. For the past 17 years she has run ShrewdPR a public relations consultancy working with SME and Micro Businesses. Her expert knowledge is derived from the hands-on work she has done for clients ranging from lifestyle brands, fashion and beauty clients, property companies and franchise businesses to name but a few.

BOOK NOW



The essential workshop for small business marketing

5th Jul

Marketing is increasingly a specialised discipline, with so many options and tools for analysing and targeting customers, it's no wonder start-ups and established small businesses can feel a little overwhelmed.

This workshop is designed to help give you a little insight into getting your marketing right from the start and producing results.

It will cover:

- What a marketing strategy is?
- Understanding your prime customers?
- Do you know your USP?
- Making you ready to create your marketing plan



Andy Sarson
APS Marketing
Consulting Service

Andy offers a full range of affordable marketing services supporting small businesses, including marketing strategies and planning, project management, marketing reviews, campaign management and marketing consultancy, mostly in Northamptonshire and surrounding counties. He has 25+ years' marketing industry experience, gained at marketing agencies and large corporates, giving him an advantage to offer 'big marketing agency' experience at an affordable cost to smaller businesses.

BOOK NOW



- Are you a small or micro business owner?
- Are you currently using social media for your business?
- Are you wondering whether you're using the right social media platforms for your business?
- Are you struggling to know what to post on social media?
- Do you find social media activities take up more and more of your time?

This workshop will help you:

- Work out which social media platforms you should be using for your business
- Put together a social media content plan that is relevant for your business
- Discover the social media tools that will save you time
- Use social media effectively to grow your business



Christina Robinson
Green Umbrella
Marketing

Christina works with business owners and marketing directors to educate them on how best to maximise their online marketing activities to enhance their business, increase brand awareness and ultimately increase sales. She provides social media and online marketing management services, so you can outsource your activities.



In any day to day communication, especially in the sales arena, developing and using strong influencing skills are key. This workshop will enable you to influence positively in the direction of your choice. The content of the session is:

- The ultimate strategy for effective influencing
- How to communicate to get the best from people
- The 6 universal principles of influence
- How to deliver a potentially negative message to get a good response
- How to encourage or discourage anyone strongly in the direction of your choice
- How to say "No" and be loved for it!
- How to phrase your sentences efficiently when selling a product or idea



Julie Fitcher
The Sales Ace

Julie has nearly 25 years experience within a sales role, both in business to business and also business to consumer. During my career she has successfully trained many individuals to sell by developing their own style but using tried and tested sales techniques. She understands how daunting it can be to have to pick up the telephone or meet with clients/customers face to face with the view of interesting them in the product or service that is being offered.



This workshop helps businesses protect themselves, their customers and their data from the ever-evolving threats of the digital world. By understanding the correct procedures for IT and GDPR compliance your business will have the tools to implement secure processes into your business. You will also get some onsite demonstrations on how easy it can be for people to breach company data systems and what you can do to be more secure.

68% of small businesses in the UK have already been compromised and it takes 237 days for them to find out! There are 4 attacks every second.



Chris Lambert
Datasense

Chris has been involved with IT Support since he used his first computer back in the 80's! He has worked within IT Support for Blue Chip delivery companies. He decided in 2004 to start his own business. He has seen year on year growth by providing his clients with excellent customer service and keeping clients updated with trends within the industry.

Gayle's passion is helping organisations protect themselves, their customers and their data from the ever-evolving threats of the digital world – whether that's through consultancy or practical, hands-on training. Gayle is proud to say that she has helped lots of organisations successfully prepare and implement programmes for GDPR.



Gayle Parker
Datasense

BOOK NOW



How to connect, engage and inspire your virtual audience



In this session, you'll learn why being able to connect, engage and inspire your audience is key to being an impactful speaker for your business.

You'll also learn some practical techniques to bring your presentations to life and get your audience fully engaged with you and your content.



Sarina Mann
Breakthrough Public
Speaking

Excellent presentation skills will increase your visibility, set you apart from your competition and help your prospect get to know you and your business. As a presentation coach, I help service professionals speak with confidence, clarity and impact. These days being able to speak well online for webinars, videos and virtual events is essential. Public speaking is something that's feared by many and speaking on camera can seem like a daunting task however, it doesn't need to be if you know how.



This workshop is intended to raise your awareness of mental health and what you can do to support employees, work colleagues or any other people around you that are experiencing mental health-related conditions.

This workshop will:

- Discuss what constitutes mental health
- Look at the recognition features for common mental health conditions
- Consider the importance of non-judgmental listening skills
- Remind you about the importance of self-care for mental resilience



Dr AJ Yates
AJMH

Dr A.J. Yates brings experience from a range of healthcare backgrounds. He also is supported by thousands of hours of practice providing first aid (and Mental Health First Aid) care to a wide variety of people of all ages. Coupled with his extensive doctoral research at the University of Westminster (investigating women's experience of distress) makes him an authority on the impact of everyday distress (as well as diagnosable mental illnesses) on the wellbeing of those affected.

BOOK NOW



Business planning - the basics

21st Jun

Many business owners get caught up in the day-to-day of their business. Finding time to plan and to reflect on what's working and what isn't can be extremely difficult.

This business plan workshop will inspire and assist you to build a step-by-step, practical, relevant, tailor-made action business growth strategy.

You will be trained on strategies that will help you master your time and be clear on your priorities. It will also equip you with the mindset and tools you need to achieve your goals.

By the end of the workshop, you will have a clear idea of where your business will be after 90 days. As well as a plan to get you there. It will help you take control and get organised within your business.



Kathy Bassett
Action Coach

Kathy's passion is working with owners of successful small to medium-sized companies. She can help you to bridge the gap between where you are now and where you really want to be, whether it be to grow your business long term, or to implement an exit strategy.

BOOK NOW



Maintaining a positive mindset

5th Apr

As a business owner it can be very difficult to maintain a positive mindset, particularly over recent months!

This workshop will give you some practical techniques that you can use to “switch on” that positivity and an opportunity to share ideas that have worked for you.

If you have been struggling to stay positive and maintain an optimistic view of the future, then this is definitely the workshop for you.



Judith Hanson
Therapies For The
Mind

Judith is a qualified Clinical Hypnotherapist (DipCHyp, HPD, MNCH), and NLP Master Practitioner and Coach. As a member of the National Council for Hypnotherapy (NCH) and the Complementary and the Natural Healthcare Council (CNHC) she is bound by their Codes of Conduct. She also undertakes regular training, as well as frequent supervision, to update her knowledge and skills, in order to provide a professional and effective service.

BOOK NOW



