

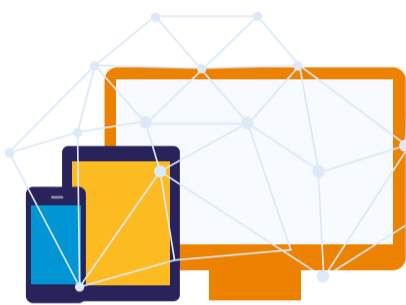
START-UP BUSINESS WORKSHOPS EXPLAINED



Business support
that's priceless

DIGITAL

Helping get your business online

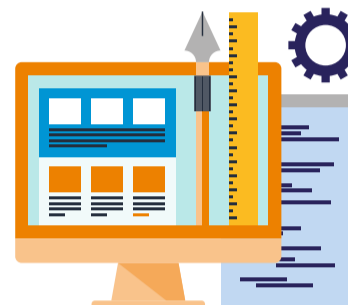


YOU LEARN ABOUT ...

- Digital strategy
- Social media
- Online advertising

BRAND

What your business will look like



YOU LEARN ABOUT ...

- What is a brand
- Brand positioning
- Developing your brand

FINANCE

Money matters in a business



YOU LEARN ABOUT ...

- Financial terminology
- Managing cashflow
- Budgets

PEOPLE

Bringing the team together



YOU LEARN ABOUT ...

- Recruiting & retaining staff
- Outsourcing
- Being a leader

SALES

Boosting your business



YOU LEARN ABOUT ...

- Marketing vs Sales
- What is B2B & B2C
- Psychology of buying

MARKETING

Getting noticed in a busy market place



YOU LEARN ABOUT ...

- Marketing strategy
- Reaching your audience
- Writing a marketing plan

CLOUD

Information & communication tech



YOU LEARN ABOUT ...

- Finding technology to suit your needs
- Apps available
- Security & reliability

CUSTOMER RELATIONSHIP MANAGEMENT

Giving you a competitive advantage



YOU LEARN ABOUT ...

- What CRM really means
- Customer life cycle
- Creating value

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