

Enterprise Workshops Spring 2010

Belfast City Council has recently launched its new series of enterprise workshops for 2010. Small business owners can avail of a range of practical expertise and access one-to-one mentoring to help develop their business.

Grow Your Business with Innovative Marketing Techniques

This workshop will look at the use of new media in marketing your business including mobile applications, email campaigns and social media marketing.

Date: Tuesday 23rd February 2010
Venue: City East
Time: 10.00-13.00 (including lunch & networking)

What your accounts are really trying to tell you!

This seminar is aimed at small businesses that need to understand what the main business numbers mean and how they affect their business decisions especially in economically critical times. Topics covered will include: Gross and net profits and other critical numbers, Balance sheets and what they mean and how to value your business.

Date: Tuesday 2nd March 2010
Venue: Argyle Business Centre
Time: 10.00-13.00 (including lunch & networking)

An Introduction to Inventing, Patents and Intellectual Property

Are you a budding inventor? Are you confused about patents, copyright and design rights? This workshop will look at all these issues providing a practical guide to intellectual property, prototyping and the support available for this sector.

Date: Tuesday 9th March 2010
Venue: W5 (The Point Boardroom)
Time: 9.45-13.00 (including lunch & networking)

Practical Sales Techniques

Selling is so important for business success yet it leaves many of us tongue-tied and confused. This practical workshop will help you identify sales techniques suitable for growing and developing your business.

Date: Tuesday 20 April 2010
Venue: Grove Leisure Centre
Time: 9.45-13.00 (including lunch & networking)

All these workshops are free to small businesses in the Belfast City Council area. This programme is funded by Belfast City Council and the European Regional Development Fund. Please note that Invest NI client companies and retail businesses are not eligible for these workshops.

To book a place contact Rhonda Lynn on 028 9027 0229 or email lynnr@belfastcity.gov.uk
www.belfastcity.gov.uk/businessprogrammes