



STOUR ENTERPRISE CENTRE WORKSHOP BOOKING FORM

Please fill in your details below.

Name:

Company Name:

Email:

Contact Number:

Please tick the box or boxes for the workshop(s) you want to attend and we will contact you with further information and to confirm your booking.

* The social media workshops are free for the first 10 places booked. You will need to book 4 half-day workshops to qualify for a free place, or 3 half-day workshops and a social media surgery: Funded by Coventry University Smarter Working West Midlands.

The area where you can qualify for a free Workshop place is the “West Midlands”. So your business address will need to be in one of the following :

- Shropshire
- Staffordshire
- Herefordshire
- Worcestershire
- Black Country
- Birmingham & Solihull
- Coventry and Warwickshire

To qualify for a free place, your business will need to be up and running - sole trader or limited company.

Other businesses can still attend the social media Workshops, but won't qualify for the free places. More than one person for a business can attend but only one place will be free.

Need to find out more? Then give us a call: 01608 629693 or email us workshops@stourenterprise.co.uk

Workshop Title	Suitable for	Date	Time	Workshop Rate inc VAT	Tick box to attend
Sales Skills and Techniques	Start ups, business owners and their employees to help develop their sales skills	02.05.12	9.00-12.30	Members £42 Non £54	
Telling Your Story as a Sales Tool	Start ups and business owners that feel uncomfortable about selling	02.05.12	13.30-15.30	Members £42 Non £54	

Workshop Title	Suitable for	Date	Time	Workshop rate inc VAT	Tick box to attend
What is Social Media?	Anyone wishing to know more about Social Media	09.05.12	9.30-12.30	Free* or Members £42 Non £54	
Linkedin for beginners	Anyone wishing to know more about Linkedin and how it can help your business	09.05.12	13.30-15.30	Free* or Members £42 Non £54	
Facebook for beginners	Anyone wishing to know more about Facebook and how it can help your business	16.05.12	9.00-12.30	Free* or Members £42 Non £54	
Twitter for beginners	Anyone wishing to know more about Twitter and how it can help your business	16.05.12	13.30-15.30	Free* or Members £42 Non £54	
Getting the most from Facebook	Anyone wishing to follow on from Facebook for beginners	23.05.12	9.00-12.30	Free * or Members £42 Non £54	
Getting the most from Twitter	Anyone wishing to follow on from Twitter for beginners	23.05.12	13.30-15.30	Free* or Members £42 Non £54	
Why Should I monitor my Finances?	Start Ups and business owners wishing to know how to read your finances	25.05.12	9.00-12.30	Members £42 Non £54	
Why are Goals Important?	Start Ups and business owners wishing to know how to set goals for your business	25.05.12	13.30-15.30	Members £42 Non £54	
What is Marketing?	Start Ups and business owners wishing to know how Marketing can help your business to grow	30.05.12	9.00-12.30	Members £42 Non £54	
What is Search Engine Optimisation? (SEO)	Start Ups and business owners wishing to know how SEO can make all the difference to their Search Engine ranking	30.05.12	13.30-15.30	Members £42 Non £54	
E-mail Marketing	Start Ups and business owners wishing to know how E-mail Marketing can help boost sales	06.06.12	9.30-12.30	Members £42 Non £54	
How to be a good Networker	Start Ups and business owners wishing to know how good Networking can help your business to grow	06.06.12	13.30-15.30	Members £42 Non £54	
What is PR?	What is PR	13.06.12	9.00-12.30	Members £42 Non £54	
Workshop Title	Suitable for	Date	Time	Workshop rate inc VAT	Tick box to attend

Getting the most from LinkedIn	Anyone wishing to follow on from LinkedIn for beginners	13.06.12	13.30-15.30	Free* or Members £42 Non £54	
Blogging Part 1 This is a two part course	Start ups and business owners wishing to know how to blog	20.06.12	9.00-12.30	Members £42 Non £54	
Blogging Part 2	Setting up a blog page	20.06.12	13.30-15.30	Members £42 Non £54	
Get your business moving	Businesses wishing to know how to lead, manage and motivate people they work with	27.06.12	9.00-12.30	Members £42 Non £54	
Leveraging Customer Values	Businesses wishing to know how to look after their customers	27.06.12	13.30-15.30	Members £42 Non £54	
The Legalities of setting up a business	All you need to know about registering your business	04.07.12	9.00-12.30	Members £42 Non £54	
Identifying your target market	Start ups and business owners who need to identify the right target market for your product or service	04.07.12	13.30-15.30	Members £42 Non £54	
What is Social Media?	Anyone wishing to know more about Social Media	11.07.12	9.30-12.30	Members £42 Non £54	
Power Up Your Vision	Businesses that want to power up their strategies to achieve greater results	11.07.12	13.30-15.30	Members £42 Non £54	
The 7 Must's for Marketing	7 Top Tips to successful marketing	18.07.12	9.00-12.30	Members £42 Non £54	
Sales Strategy and Planning	Start ups and established businesses setting sales targets to keep your business moving forward	18.07.12	13.30-15.30	Members £42 Non £54	
Pay Per Click	How to use pay per click adverts to boost your sales	12.09.12	9.30-12.30	Members £42 Non £54	
What are SMART Goals?	Setting goals and measuring them	12.09.12	13.30-15.30	Members £42 Non £54	
Brand Awareness	Does your company brand say the right things about you? How to get it right	19.09.12	9.00-12.30	Members £42 Non £54	
Creating a Beautiful Brochure	Step by step guide to creating a brochure for your company or an event	19.09.12	13.30-15.30	Members £42 Non £54	
Workshop Title	Suitable for	Date	Time	Workshop rate inc VAT	Tick box to attend

HR for small businesses	Start ups and established businesses wishing to know the basics of HR	26.09.12	9.00-12.30	Members £42 Non £54	
AdWords. What are they?	Start ups and established businesses who want to find out how AdWords can boost their sales	26.09.12	13.30-15.30	Members £42 Non £54	
Video Marketing	Start ups and established businesses who want to find out how Video streams on your website can boost their sales	03.10.12	9.30-12.30	Members £42 Non £54	
Getting the most from Trade Shows	Start ups and established businesses who want to find out how to plan a successful Trade Show	03.10.12	13.30-15.30	Members £42 Non £54	
Unlocking the Internet Jet Stream	Demystifying the Internet and how it can help your business	10.10.12	9.00-12.30	Members £42 Non £54	

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