

South East Enterprise IT & E-BUSINESS COURSE PROGRAMME: JULY-DECEMBER 2008

Name of applicant

| <u>Course</u> <i>Tick box if course required</i> | July | ✓ | August | ✓ | Sept | ✓ | Oct | ✓ | Nov | ✓ | Dec | ✓ |
|---|-----------------------|---|-------------------------|---|------------------------|---|------------------------|---|-------------------------|---|-----|---|
| STARTER WORKSHOPS – free for those in Greenwich and Lewisham who are considering starting a business | | | | | | | | | | | | |
| First Steps in Starting an Online Business (half day) Suitable for businesses who don't yet have a web strategy or those who are planning to start a new business. Overview of e-business models, buying domains, costs, web planning, client case studies. | Wed 9th 9.30-12.30 | | | | Tues 9th 9.30-12.30 | | Tues 7th 9.30-12.30 | | Thurs 6th 9.30-12.30 | | | |
| All About Franchising <i>NEW</i> Franchises are available in many sectors covering well known names and growing brands. This workshop will provide an essential overview to help you move forward with confidence | | | Tues 19th 9.30-12.30 | | Fri 12th 6.00-8.30 | | | | | | | |

SHORT COURSES

Free for businesses in Greenwich and Lewisham (places may be limited depending on funding).
Available to other businesses or individuals at a fee of £75 per day or £40 per half day excluding VAT)

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|--|------------------------------------|---|--------|---|------------------------------------|---|------------------------------------|---|-----|---|-----|---|
| Developing your Business Systems | | | | | | | | | | | | |
| Data Management using Excel Spreadsheets (1 day) This course will demonstrate how Excel can be used as a valuable tool for storing, retrieving and analysing data which can be applied to a range of office tasks. | Tues 29 th 9.30-4.30 | | | | Wed 3 rd 9.30-4.30 | | Tues 14 th 9.30-4.30 | | | | | |
| Computerised Accounts (1 day) Using Clearly Business (Quickbooks) | Wed 16 th 9.30-4.30 | | | | Tues 16 th 9.30-4.30 | | | | | | | |

Building an Online Presence

| | | | | | | | | | | | | |
|--|--|--|---|--|---|--|--|--|---|--|--|--|
| Creating an Effective Website (2 days) 4 modules covering planning & hosting, designing a template website, adding images, publishing and promoting a website. We now use CoffeeCup software, an easy to use, low cost web editing package that will get you started on the web. | | | Thurs 14 th & 21 st 9.30-4.30 | | Thurs 18 th & 25 th 9.30-4.30 | | Thurs 9 th & 16 th 9.30-4.30 | | Tues & Wed 11 th & 12 th 9.30-4.30 | | | |
| Introduction to Dreamweaver (2 days) Using Studio 8, you will learn how to use the various palettes and functions to create a four page website using this industry standard web design package. Suitable for those with good computer and internet skills. | | | | | Mon 15 th & 22 nd 9.30-4.30 | | | | Mon 17 th & 24 th 9.30-4.30 | | | |

Selling Online

| | | | | | | | | | | | | |
|---|--|--|------------------------------------|--|-------------------------------------|--|--|--|----------------------------------|--|--|--|
| Selling Online & Taking Payments Online (1 day) For those who are considering selling products . Overview of issues plus training in how to set up a 25 product catalogue using Actinic. Includes taking online payments with Paypal. | | | Thurs 7 th 9.30-4.30 | | Thurs 11 th 9.30-4.30 | | | | Mon 3 rd 9.30-4.30 | | | |
|---|--|--|------------------------------------|--|-------------------------------------|--|--|--|----------------------------------|--|--|--|

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|--|------|---|--------|---|------------------------------------|---|-----|---|-------------------------------------|---|-----|---|
| The Power of Good PR for your Business (1 day) <i>NEW</i> Good PR will promote and enhance your business. Learn how to deal with the press write good press releases, network and build up a professional image both on and offline. | | | | | Fri 19 th 9.30-4.30 | | | | | | | |
| Promoting your Business with Images - Photoshop Elements (1 day) <i>NEW</i> More businesses are now selling online and communicating via images. It is vital to show products and images on a website or in print in a professional way. Sourcing and enhancing images for web and print using Photoshop Elements, create promotional banners to use for online marketing. | | | | | Wed 17 th 9.30-4.30 | | | | Thurs 20 th 9.30-4.30 | | | |
| Internet Marketing | | | | | | | | | | | | |
| Effective Online Marketing (half day) Learn how to develop and improve your online marketing strategy | | | | | Fri 26 th 9.30-12.30 | | | | Fri 21 st 9.30-12.30 | | | |

Please return your form to **South East Enterprise**, 26 Burney Street, London SE10 8EX with a cheque or deposit if required, made payable to **South East Enterprise**. Tel: 0208 305 2222 – Fax: 0208 858 7010 –
Email info@seenterprise.co.uk

Course details and downloadable booking forms are available on www.seenterprise.co.uk



SOUTH EAST ENTERPRISE
Course Booking Form & Dates
July - December 2008



PLEASE COMPLETE **ALL** SECTIONS TO ENSURE BOOKING

| | | | | | |
|--|--------------------|-------|-----------------------------------|---------|----------------------------------|
| Business Details | | | | | |
| Business Name (if any) | | | | | |
| Business Address | | | | | |
| Postcode | | | | Borough | |
| Phone No. | | | Fax | | |
| E-mail | | | Web address | | |
| Date Business Started Trading | | | | | |
| Nature of Business. Please give a short description | | | | | |
| So that we can identify your business by sector, please select from the list below and write the sector number in this box | | | | | |
| 1. Manufacturing (please specify product) | | | 7. Transport/communications | | |
| 2. Construction | | | 8. Professional/Business services | | |
| 3. Distribution | | | 9. Health & education services | | |
| 4. Hotels/ Restaurants/Hospitality/Tourism | | | 10. Engineering | | |
| 5. Retail & Wholesale | | | 11. Textiles & Clothing | | |
| 6. ICT | | | 12. Other (please specify) | | |
| Legal Format (please tick) | 1. Limited Company | | 2. Limited Company (Guarantee) | | 3. Limited Liability Partnership |
| 4. Partnership | 5. Sole Trader | | 6. Other | | |
| Number of Employees in Business including owner (please tick) | | | | | |
| 1-5 | 6-10 | 11-24 | 25-49 | 50-249 | >250 |

| | | |
|---|--|---|
| Please answer the following questions as percentages (%) | | |
| Gender What percentage of your business ownership is women? | | % |
| Disability Status What percentage of your business ownership considers themselves disabled | | % |
| Ethnicity What percentage of your business ownership is Black, Asian, Minority Ethnic | | % |
| The following groups are considered Black, Asian, Minority Ethnic | | |
| Asian or Asian British - Bangladeshi Asian or Asian British - Indian Asian or Asian British - Pakistani Asian or Asian British - her Black or Black British - African | Black or Black British -Caribbean Black or Black British - Other Chinese Mixed - White & Asian Mixed - White & Black African | Mixed - White & Black Caribbean Mixed - Other White - Irish White - Other Other |

Our courses are free to businesses in Lewisham and Greenwich boroughs. However our funding is limited and we may have to restrict the number of days we can offer you. You are however able to attend further courses at a fee of £75 per day or £40 per half day excluding VAT (£88.13 & £47.00 including VAT), payable at the time of booking.

Businesses outside the funded areas can attend at the daily rates above. Lewisham and Greenwich businesses who are offered free places will need to pay a £50 deposit which is refundable if the course is attended.

| Where did client hear about support (please tick) | | | | |
|---|------------|------------------|-----------------|---------------|
| Bank | Accountant | SE Enterprise | Local Authority | Business Link |
| Chamber | Internet | Advertising / PR | Word of Mouth | Other |

| Attendee Details | | |
|---------------------------------|---------------|----------------------|
| Name of person attending course | | Position in business |
| Mobile number | | E-mail |
| Gender: Male / Female | Date of Birth | |

Signed Date.....

Businesses in Greenwich and Lewisham please enclose a refundable cheque of £50 per person. Businesses in other boroughs and any individual please enclose a cheque for your course fee(s). Businesses outside the funded areas may attend at a fee of £75 per day or £40 per half day, excluding VAT. (£88.13 & £47.00 including VAT)

Cheque enclosed for £

Please complete the attached form showing which courses you would like to book and return to South East Enterprise at 26 Burney Street, Greenwich, London SE10 8EX.

Cheques should be made payable to South East Enterprise. We regret we cannot refund deposits or course fees unless we have two weeks' notice of cancellation

In accordance with the Data Protection Act 1998, all information will be treated in strictest confidence. However, any statistical information recorded may be passed on to the relevant Government departments for statistical, administration and monitoring purposes. If you have any cause for complaint, please write, in confidence, to the Director, South East Enterprise at 26 Burney Street, Greenwich, London, SE10 8EX.