

South East Enterprise

COURSE PROGRAMME: SEPTEMBER - DECEMBER 2008

The venue for most courses is our training centre in Greenwich, a few courses are delivered at other locations and these are clearly identified.

Name of applicant

<u>Course</u> <i>Tick box if course required</i>	Sept	✓	Oct	✓	Nov	✓	Dec	✓
Marketing								
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				Mon 10 th 9.30-4.30			
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			
Introduction to Marketing (half day) Essential overview to key concepts of marketing, including customer profiling, Market Research, The Promotional Mix.	Fri 26 th 1.30-3.30 (in Lewisham)		Fri 31 st 1.30-3.30 (in Lewisham)		Fri 14 th 1.30-3.30 (in Lewisham)		Fri 5 th 1.30-3.30	
Introductory Sales Skills (half day) The key skills required when selling. Focuses upon consultative selling. Prospecting, sales approach, dealing with objections and closing.			Fri 10 th 1.30-3.30 (in Lewisham)		Fri 7 th 1.30-3.30 (in Lewisham)		Mon 8 th 1.30-3.30	

<u>Course</u> <i>Tick box if course required</i>	Sept	✓	Oct	✓	Nov	✓	Dec	✓
Finance								
Computerised Accounts (1 day) Using Clearly Business (Quickbooks) Setting up the system for a business and producing reports.	Tues 16 th 9.30-4.30		Wed 15 th 9.30-4.30					
Accounting for Small Businesses (half day) An introduction to bookkeeping, essential for owner-managers. Useful when establishing the record keeping system. Includes, different methods, what information to record, setting up a manual cashbook. Computerised accounts, and using the information to manage the business.	Wed 24 th 9.30-12.30		Fri 31 st 9.30-12.30		Wed 26 th 9.30-12.30		Fri 19 th 9.30-12.30	

Course <i>Tick box if course required</i>	Sept	✓	Oct	✓	Nov	✓	Dec	✓
E-Business and IT								
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 18 th & 25 th 9.30-4.30		Thurs 9 th & 16 th 9.30-4.30		Tues 11 th & Wed 12 th 9.30-4.30		Tues 2 nd & Thurs 4 th 9.30-4.30	
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.	Wed 3 rd 9.30-4.30		Tues 14 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			
Promoting your business with images – Photoshop Elements (1 day) Selling online, communicating via images. It is vital to ensure quality images are used. Sourcing and enhancing images for use on web and in print. Create promotional banners for online marketing.	Tues 30 th 9.30-4.30		Tue 14 th 9.30-4.30		Thurs 20 th 9.30-4.30			
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 11 th 9.30-4.30				Mon 3 rd 9.30-4.30			
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.	Tues 9 th 9.30-12.30		Tues 7 th 9.30-12.30		Thurs 6 th 9.30-12.30			

Course <i>Tick box if course required</i>	Sept	<input checked="" type="checkbox"/>	Oct	<input checked="" type="checkbox"/>	Nov	<input checked="" type="checkbox"/>	Dec	<input checked="" type="checkbox"/>
Tendering and Procurement								
Tendering and Procurement – Awareness workshop (half day) The events will cover the key benefits of working with large organisations and how to develop the skills and capacity to win new contracts. Understanding how to find the opportunities and how to get involved with the Greenwich Peninsula and Olympic procurement processes. Each event will be delivered in partnership with organisations involved with local procurement	Tue 23 rd 9.30-1.00		Wed 15 th 9.30-1.00 (in Catford)					
Writing Winning Tenders (half day) <i>NEW</i> The workshop will cover the key areas within a tender and how to make best use of the businesses experience, capabilities and skills when writing a tender.					Thurs 27 th 9.30-1.00			
Equal Opportunities Policy workshop (half day) <i>NEW</i> The workshop will review the policies required by a public sector organisation and how to meet these requirements in a typical PQO. It will also assist in developing a comprehensive policy.			Wed 22 nd 9.30-1.00					
Environmental Awareness in your business (half day) <i>NEW</i> An introduction to the key elements of environmental management in business, including key legislation, the environmental policy, and good practice			Wed 8 th 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
September - December 2008



PLEASE COMPLETE **ALL** SECTIONS TO ENSURE BOOKING

Business Details					
Business Name (if any)					
Business Address					
Postcode				Borough	
Phone No.			Fax		
Date Business Started Trading			Web address		
Please provide your email address if you would like to receive future email updates about our services.					
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 pay a £50 deposit which is refunded 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.