

South East Enterprise

COURSE PROGRAMME: JAN – APR 2010

The venue for most courses is our training centre in Burney Street, 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> | JAN | ✓ | FEB | ✓ | MAR | ✓ | APR | ✓ |
|---|-----------------|---|--------------------------------------|---|--|---|------------|---|
| <u>NEW</u> Equal Opportunities & Diversity Policy (half day) What should be in your policy, how to write it and how to implement it effectively. | | | Wed 17 th 9.30 – 12.30 | | | | | |
| <u>NEW</u> Health and Safety Policy (half day) What should be in your policy, how to write it and how to implement it effectively. | | | | | Thurs 18 th 9.30 – 12.30 | | | |
| <u>NEW</u> Environmental Policy (half day) What should be in your policy, how to write it and how to implement it effectively. | | | | | Tues 30 th 9.30 – 12.30 | | | |
| <u>NEW</u> Social Networking For Business (half day) Twitter, Facebook, LinkedIn – an introduction to using social media and blogging as marketing tools. | Please indicate | | if you are | | interested | | dates tba. | |
| <u>NEW</u> 38 Strategies to Dominate Your Market Place (half day) This half day interactive workshop is designed for business owners who want to dominate their market, rather than participate in the recession. We guarantee you will get more business building ideas in 3 hours than you have in the last 2 months. | | | Mon 15 th 9.30 - 12.30 | | | | | |

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|--|--|---|---|---|--|---|---|---|
| MARKETING | | | | | | | | |
| Effective Online Marketing (half day) Learn how to develop and improve your online marketing strategy. | | | | | Tues 2nd 1.30 – 4.30 | | | |
| Cost Effective Marketing (half day) This course is designed for those wishing to make their marketing more effective. You will be given Five things to do tomorrow to make your business more successful Ten things to do over the next 12 months to make your business work better. Practical marketing advice Ten important ways to make your marketing & your business more efficient, Techniques proven to build sales & reduce the cost of marketing including, the use of Google adwords, Social media, blogging & Marketing. Effective Marketing copywriting for email. | | | | | Wed 17 th 1.30 – 4.30 | | | |
| The Power of Good PR for your Business (1 day) 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. | | | | | Wed 10 th 9.30 – 4.30 | | | |
| Promotional Marketing for Growth (half day) The Principles behind effectively promoting a product or service providing insight into the techniques of the marketing mix and running planned campaigns to maximise profit. | | | Fri 19th 9.30 – 12.30 | | Please indicate if you are interested dates to be confirmed. | | | |
| Introductory Sales Skills (half day) The key skills required when selling. Focuses upon consultative selling. Prospecting, sales approach, dealing with objections and closing. | Wed 27 th 1.30 – 4 p.m. Greenwich | | | | Tues 2nd 1.30 – 4 p.m. Downham | | Wed 28 th 9.30 – 12.30 Greenwich | |
| How to Get Sales Appointments & How to Maximise Your Sales Appointments (2 half day sessions) These 2 half day workshops form a 2 part workshop to help increase sales. The first session covers targeting prospective customers, writing effective sales letters/e-mails and how to follow them up by telephone. The second session is designed to help close the sale by advising on how to prepare, how to structure the appointment, overcoming objections and closing the deal. | | | | | Thurs 4 th & 11 th 9.30 – 1 p.m | | | |

| <p align="center">Course <i>Tick box if course required</i></p> <p>TENDERING & PROCUREMENT/BUSINESS EFFECTIVENESS</p> | <p align="center">JAN</p> | <p align="center">FEB</p> | <p align="center">MAR</p> | <p align="center">APR</p> |
|--|---|---|---|----------------------------------|
| <p>Tendering and Procurement – Awareness workshop (half day)</p> <p>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.</p> | <p align="center">Tues 19th 9.30 – 1 p.m. (Lewisham)</p> | <p align="center">Thurs 18th 9.30 – 1 p.m. (Greenwich)</p> | <p align="center">Date to be confirmed.</p> | |
| <p>How to Win Tenders (half day)</p> <p>The workshop will cover the key areas of successful tendering for public sector or commercial contracts.</p> | <p align="center">Thurs 21st 9.30 – 1 p.m.</p> | <p align="center">Thurs 25th 9.30 – 1 p.m.</p> | | |
| <p>How To Lead Effectively (2 half day sessions)</p> <p>Experimental workshop which covers the basics of leading confidently – rapport building skills, effective listening and feedback skills. Understanding intrinsic and extrinsic motivation. How people manage change.</p> | | <p align="center">Tues 2nd & 9th 9.30 – 1 p.m.</p> | <p align="center">Fri 19th & 26th 9.30 – 1 p.m.</p> | |
| <p>CompeteFor (half day)</p> <p>How to use CompeteFor effectively and how to win new contracts from Public Bodies.</p> | <p align="center">Please indicate</p> | <p align="center">if you are</p> | <p align="center">interested</p> | <p align="center">dates tba.</p> |

| Course <i>Tick box if course required</i> | JAN | <input checked="" type="checkbox"/> | FEB | <input checked="" type="checkbox"/> | MAR | <input checked="" type="checkbox"/> | APR | <input checked="" type="checkbox"/> |
|--|------------|-------------------------------------|--|-------------------------------------|--|-------------------------------------|------------|-------------------------------------|
| E-Business and IT | | | | | | | | |
| Growing Your Business with Email Marketing (half day) An introduction to email marketing services such as why use them, what it involves, building your list and improving deliverability. | | | | | Wed 24 th 9.30 – 12.30 | | | |
| 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. | | | Mon 22 nd & Mon 1 st Mar 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. | | | | | Tues 9 th & 16 th 9.30 – 4.30 | | | |
| Editing Digital Images with 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. | | | | | Wed 3 rd 9.30 – 4.30 | | | |
| Selling Online & Taking Payments Online (1 day) For those who are considering selling products online. Overview of issues plus training in how to set up a 25 product catalogue using Actinic. Includes taking online payments with Paypal. | | | Tues 23 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. | | | | | Wed 31 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 JAN – APR 2010

PLEASE COMPLETE **ALL** SECTIONS TO ENSURE BOOKING

| | | | |
|--|--|-------------------------------|--|
| Business Details | | | |
| Business Name (if any) | | | |
| Business Address | | | |
| Postcode | | Borough | |
| Phone No. | | Date Business Started Trading | |
| Nature of Business. Please give a short description | | | |
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| SPECIAL REQUIREMENTS: (e.g. Do you have a disability that requires special consideration) |
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|---------------------------------|---------------------------------------|
| Attendee Details | |
| Name of person attending course | Position in business |
| Mobile number | E-mail address (please print clearly) |
| | |

Please tick if you would like to receive a copy of our e-mail newsletter.

Signed..... Date.....

Businesses in Greenwich and Lewisham FREE but please enclose a refundable cheque of £50 per person. (Our funding is limited and we may have to restrict the number of days we can offer you).
Businesses in other boroughs and any individual please enclose a cheque for your course fee(s) - £86.25 per day (Inc VAT) or £46.00 per half day (Inc VAT).

Cheque enclosed for £ 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

Please complete the attached form ticking the courses you wish to attend, and return to South East Enterprise at 26 Burney Street, Greenwich, London SE10 8EX. We will confirm by e-mail where an e-mail address is provided.

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

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|---|------------|-----------------------|-----------------|---------------|
| How did you find out about our support (please tick) | | | | |
| Bank | Accountant | SE Enterprise contact | Local Authority | Business Link |
| Chamber | Internet | Advertising / PR | Word of Mouth | Other |
| | | | | |