

Aberdeen City & Shire **Webinars** **& Events**

January - March 202

Connect with us



Welcome to the Business Gateway Aberdeen City & Shire

This brochure outlines the webinars/workshops and online events that are being delivered across the region during the next two months. All sessions are free of charge and designed to help you learn the essential skills to start and develop your business at a time and place to really suit you.

All webinars/workshops are friendly and interactive and allow you to meet and network with like-minded people who are starting or developing their business.

To book on any of the workshops, online webinars and events in this brochure go to bgateway.com/events

You can also email us on **aberdeen@bgateway.com**
or **aberdeenshire@bgateway.com**
or call **01224 968174**

We look forward to welcoming you at one of the events in the near future.

Start Up Business

Start Up Awareness

If you are thinking about starting up your own business, you will benefit from attending this awareness raising session.

Tue 18th Jan 2022 13.30-16.30
Thu 27th Jan 2022 18.30-21.30

Sat 5th Feb 2022 09.30-12.30
Fri 11th Feb 2022 09.30-12.30
Thu 17th Feb 2022 13.30-16.30
Wed 23rd Feb 2022 18.30-21.30

Thu 3rd Mar 2022 09.30-12.30
Sat 12th Mar 2022 09.30-12.30
Tue 22nd Mar 2022 18.30-21.30
Wed 30th Mar 2022 13.30-16.30

Business Planning Made Easy

It is essential to have a realistic, working business plan when you're starting up a business. This webinar shows you how to create a robust business plan.

Sat 15th Jan 2022 09.30-12.30
Wed 26th Jan 2022 13.30-16.30

Thu 10th Feb 2022 09.30-12.30
Thu 24th Feb 2022 18.30-21.30

Wed 16th Mar 2022 09.30-12.30
Thu 31st Mar 2022 18.30-21.30

Market Research Made Easy

Getting the marketing right for your business is crucial to its success. This webinar will help you understand your competitors, identify your customers and understand the things you need to consider for effective marketing.

Wed 2nd Feb 2022 09.30-12.30
Tue 22nd Feb 2022 18.30-21.30

Sat 19th Mar 2022 09.30-12.30

Financial Planning Made Easy

Good financial management is essential for running a successful business. This webinar will help you to manage a profit and loss account, produce a cash flow statement, and understand the meaning of working capital.

Sat 22nd Jan 2022 09.30-12.30

Thu 3rd Feb 2022 18.30-21.30
Sat 19th Feb 2022 09.30-12.30

Tue 8th Mar 2022 18.30-21.30
Wed 30th Mar 2022 09.30-12.30

****Please check our website for the location of events.**

Start Up Business

WordPress Website Development for Beginners

Develop a business website using WordPress, the world's most popular website software.

Tue 25th Jan 2022 13.30-16.30

Wed 23rd Feb 2022 13.30-16.30

Thu 17th Mar 2022 09.30-12.30

Young Entrepreneur Starter Pack

Aged 16-25 and ready to start your entrepreneurial journey? This webinar series will show you how to break into business.

This specialist two-part webinar series will provide you with the inspiration, tools, and knowledge to start your own business. From developing initial ideas to structuring and funding your business, you will feel confident, motivated, and ready to begin your start-up journey!

Part 1 - Ideas Generation & Researching your Idea

Part 2 - Structuring your Business and exploring Financials/Funding

Tuesday 25th January 2022

Thursday 31st March 2022

Launch Pad – Start Your Own Business

Time for a career change? This webinar series will show you how to start your own exciting new venture.

This specialist two-part webinar series will equip you with the knowledge, insight, and motivation to start your own business.

Whether you are facing redundancy, considering a shift in career or are simply ready to be your own boss, this is the series for you!

Part 1 - Ideas Generation & Researching your Idea

Part 2 - Structuring your Business and exploring Financials/Funding

Friday 21st January 2022

Friday 18th February 2022

Friday 18th March 2022

****Please check our website for the location of events.**

Growing Businessse

Bookkeeping

The webinar aims to equip you with an understanding of bookkeeping principles and demonstrate why keeping financial records is so important.

Thu 20th Jan 2022 18.30-21.30

Sat 29th Jan 2022 09.30-12.30

Tue 8th Feb 2022 13.30-16.30

Thu 17th Feb 2022 18.30-21.30

Sat 26th Feb 2022 09.30-12.30

Tue 8th Mar 2022 09.30-12.30

Thu 17th Mar 2022 18.30-21.30

Sat 26th Mar 2022 09.30-12.30

Becoming an Employer

This webinar aims to help you understand the process of employing people. It will also deal with legal obligations and point you in the direction of further assistance.

Tue 18th Jan 2022 09.30-12.30

Thu 17th Feb 2022 09.30-12.30

Tue 29th Mar 2022 09.30-12.30

Go Green: Understand and improve your business' environmental impact.

Business Gateway will guide you through the Environmental Business Canvas tool. You'll leave with tools and resources that will help you on your journey to becoming a greener business.

Tue 15th Feb 2022 13.00-14.30

Mastering Selling Skills

This course aims to improve your selling skills, thereby increasing sales. By the end of the workshop you will have a better understanding of why people buy, improved persuasive skills and more confidence in successful selling techniques.

Wed 19th Feb 2022 18.30-21.30

How to make brands and influence people

This webinar has been designed to provide you with a deeper understanding of the relationship between branding and brand, as well as top tips for what you should consider in terms of brand identity.

Wed 26th Jan 2022 09.30-12.30

Thu 24th Feb 2022 09.30-12.30

Wed 23rd Mar 2022 09.30-12.30

How to Write Effective Marketing Content for your Business

This workshop will focus on how to create engaging written content/blogging for businesses.

Mon 24th Jan 2022 09.30-12.30

Wed 16th Feb 2022 09.30-12.30

Tue 22nd Mar 2022 09.30-12.30

****Please check our website for the location of events.**

DigitalBoost Coaching Sessions

Improving Your Search Engine Ranking by Reviewing Google Analytics and Search Console

The aim of this session is to provide a practical, interactive demonstration of how you can measure, and therefore start to work on improving, your search engine rankings using Google Analytics and Google Search Console data.

Thu 20th Jan 2022 09.30-12.30

Tue 8th Feb 2022 09.30-12.30

Tue 8th Mar 2022 09.30-12.30

Optimising your Facebook Business page

The aim of this session is to provide a practical demonstration of optimising a Facebook Business page, from reviewing basic settings, through a deep dive into Facebook Insights, a review of Facebook groups and an overview of selling via Facebook.

Wed 19th Jan 2022 13.30-16.30

Wed 26th Jan 2022 09.30-12.30

Thu 24th Feb 2022 09.30-12.30

Tue 9th Mar 2022 09.30-12.30

How to Implement Paid for Advertising

Looking to implement paid-for advertising as part of your digital marketing activity or got some basic experience but looking to optimise the channel? This session is for you.

Wed 19th Jan 2022 09.30-12.30

How to Set up an Email Marketing Campaign

Looking to improve your email marketing or implement it into your business? We'll take you through the key principles.

Thu 3rd Feb 2021 09.30-12.30

Optimise Your LinkedIn Presence

Learn how to optimise your LinkedIn profile, creating, and linking it to a company page.

Wed 9th Feb 2022 09.30-12.30

Wed 23rd Feb 2022 09.30-12.30

Thu 10th Mar 2022 09.30-12.30

Setting up on Google Business Profile

The aim of this session is to provide a practical, interactive demonstration that will show you how to set out your business on Google Business Profile from scratch and optimise it to its full potential.

Tue 25th Jan 2022 09.30-12.30

Tue 15th Feb 2022 09.30-12.30

Tue 1st Mar 2022 09.30-12.30

Tue 14th Mar 2022 09.30-12.30

How to Integrate your Online Shop with Instagram & Facebook

Find out how to integrate your ecommerce website with Facebook and Instagram to reach more customers and increase sales.

Tue 25th Jan 2022 09.30-12.30

Tue 1st Mar 2022 09.30-12.30

*All of our DigitalBoost Coaching Sessions are taking place online.

Retail Recharge Series

The Ultimate Guide to Branding and Marketing your Retail Business

Looking to improve your email marketing? The workshop will provide a greater understanding of your customers' needs & wants, having the right products/services and the ability to communicate them in a way that your target market understands.

Tue 1st Feb 2021 14.00-16.00

The Power of Great Customer Service in your Retail Business.

This workshop will look at the needs and wants of the customer and how to interact with them to positively influence sales, profit, reputation and retention.

Tue 8th Feb 2021 14.00-16.00

How to Increase Sales

Building on customer service, this workshop will explore ways to increase sales and average transaction value by interacting in a purposeful way with your customers, either online or face to face.

Tue 15th Feb 2021 14.00-16.00

How Visual Merchandising can Positively Influence Retail Sales

This workshop will explore how the layout of retail premises and the display of goods can positively influence customer purchases and result in increased sales..

Tue 22nd Feb 2021 14.00-16.00

Digital Advantage for your Retail Business

To help busy retailers on how you can improve your digital online presence to gain competitive advantage. This webinar will help demystify the subject by giving practical tips you can use.

Tue 1st Mar 2021 14.00-16.00

*All of our Retail Recharge Series workshops are taking place online.

Business Gateway offers a wealth of free resources to help you start or develop your business.

- Online Resources
- 1 to 1 Adviser Support
- Market Reports
- Digital Support
- Business Planning
- Marketing & Sales

Need more information?

Contact your Business Adviser
or call us on 01224 968174

Email: aberdeen@bgateway.com

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Visit: www.bgateway.com/aberdeen

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www.planningtostart.com

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