

# Free seminars and workshops 2019

Organised by Collaborate partners.  
To book visit [www.llepbizgateway.co.uk/events](http://www.llepbizgateway.co.uk/events).

Date and Time	Title and Description	Location	Sectors
12 Feb, 09.30-12.30	<b><u>Product Development: from concept to launch</u></b> Understand how to take your products ideas from development to launch with the support of technical experts.	Leicester Food Park	Food & Drink Manufacturers
12 Feb, 09.30-12.30	<b><u>PR on a budget</u></b> What is PR and how can you do it effectively for your business?	LCB Depot	Creative Industries
19 Feb & 5 Mar, 09.30-12.30	<b><u>2-Part Effective Branding Masterclass</u></b> An interactive session looking at what branding is and a constructive critique of branding from attendee businesses.	LCB Depot	Creative Industries
19 Feb, 09.30-16.30	<b><u>New Product Development for Food Hospitality Businesses</u></b> Understand how use the food/drink products in your tourism businesses to develop and grow further.	Leicester Food Park	Tourism & Hospitality
26 Feb, 08.30-12.00noon	<b><u>Developing your Networking Skills and Elevator Pitch</u></b> An interactive session learning about networking with confidence and representing your business.	Stamford Court, Leicester	Professional Services, Engineering/ Advanced manufacturing, all others welcome
5 Mar, 09.00-13.00	<b><u>BRC Standard for Food Safety - Issue 8 Update</u></b> This Standard has been revised so ensure your food/drink business can continue to achieve it.	Leicester Food Park	Food & Drink Manufacturers
6 Mar, 09.30-13.00	<b><u>Make More Money – The Essentials</u></b> The essential to making money and growing your business.	Sketchley Grange Hotel	Tourism & Hospitality
6 Mar, 13.00-16.30	<b><u>Make More Money – The Plus</u></b> Building on the morning session to strengthen margins, boost profits and be robust.	Sketchley Grange Hotel	Tourism & Hospitality
12 Mar, 09.30-12.30	<b><u>Using Social Media Effectively</u></b> Highly interactive and innovative session aimed at developing skills and answering the specific needs of delegates.	LCB Depot	Creative Industries
12 Mar, 09.30-13.00	<b><u>Bloggng and Vlogging for Tourism Businesses</u></b> Use these content generating tools to engage with a wider audience and draw people to your business	Best Western Premier EMA	Tourism & Hospitality
12 Mar, 13.00-16.30	<b><u>Instagram for Tourism Businesses</u></b> Attract a wider audience of audience types and grow using this popular social media platform.	Best Western Premier EMA	Tourism & Hospitality
12 Mar, 08.30.-11.30	<b><u>The key to running a successful product launch</u></b> Understand the fundamentals of organising a product launch and practice how to pitch a proposal.	Leicester Racecourse	Professional Services, Engineering/ Advanced manufacturing, all others welcome

Date and Time	Title and Description	Location	Sectors
14 Mar, 09.30-12.30	<b><u>Principles of Preservation and Shelf life</u></b> Improve your awareness of what is necessary for food preservation and extending shelf life.	Leicester Food Park	Food & Drink Manufacturers
20 Mar, 09.30-16.30	<b><u>Food Labelling Legislation and Nutritional Information for Tourism Businesses</u></b> Ensure products/drinks you sell have the correct labelling and meets current legislative rules.	Leicester Food Park	Tourism & Hospitality
21 Mar, 09.30-13.00	<b><u>Managing my business – The Essentials</u></b> Know your numbers and the essential things you should be monitoring in your business	Burleigh Court Hotel	Tourism & Hospitality
21 Mar, 13.00-16.30	<b><u>Managing my business – The Plus</u></b> Learn to seize the opportunity and manage the growth in your business.	Burleigh Court Hotel	Tourism & Hospitality
26 Mar, 09.30-13.00	<b><u>How to Create a Content Strategy for Tourism Businesses</u></b> Ideas, tips and inspiration for your social media content	Sketchley Grange Hotel	Tourism & Hospitality
26 Mar, 13.00-16.30	<b><u>How to Film and Edit Video for Tourism Businesses</u></b> Learn to use videos to build your profile and engage better with potential customers	Sketchley Grange Hotel	Tourism & Hospitality
28 Mar, 09.30-13.00	<b><u>Understanding How your Business is Performing – The Essentials</u></b> Don't be the 'Blindfolded' manager, understand what and how to measure what is really going on in your business	Best Western Premier EMA	Tourism & Hospitality
28 Mar, 13.00-16.30	<b><u>Implementing Key Metrics in Your Business – The Performance Plus</u></b> You understand the metrics, now make them really work for you to grow your business	Best Western Premier EMA	Tourism & Hospitality
2 April, 09.00-13.00	<b><u>Internal Audits – Food Manufacturing</u></b> Food technical experts will discuss the principles of correct auditing and key management information for improvement.	Leicester Food Park	Food & Drink Manufacturers
2 April, 10.00-13.00	<b><u>Drive your profitability</u></b> Aims to put manufacturers back in the driving seat to improve business profitability and achieve sustainable growth.	The Venue, Leicester	Textile and fashion manufacturers
9 April, 09.30-13.00	<b><u>Successfully Managing your Social Media Marketing for Tourism Businesses - Beginners</u></b> A practical session to help you understand social media and build new skills to grow your business	Leicestershire Promotions	Tourism & Hospitality
9 April, 13.00-16.30	<b><u>Successfully Managing your Social Media Marketing for Tourism Businesses - Intermediate</u></b> How to manage your accounts that produces results including TripAdvisor and Facebook advertising.	Leicestershire Promotions	Tourism & Hospitality
7 May, 09.30-13.00	<b><u>Digital Skills for Tourism Businesses (beginner)</u></b> Ensure you have the basic digital skills needed for your business including the basics of Google and SEO.	Burleigh Court Hotel	Tourism & Hospitality
7 May, 13.00-16.30	<b><u>Digital Skills for Tourism Businesses (intermediate)</u></b> You already know the basics now learn how to use your skills to build your business and not waste time or resources	Burleigh Court Hotel	Tourism & Hospitality
14 May, 08.30-11.30 Save the date	<b><u>How to secure public sector contracts – link tbc</u></b> Information and help on how to bid for public sector contracts and how to stack the odds in your favour.	Leicester City Council	Professional Services, Engineering/ Advanced manufacturing, all others welcome

Date and Time	Title and Description	Location	Sectors
16 May, 09.30-13.00	<b><u>Email Marketing for Tourism Businesses</u></b> Learn how to use Mailchimp, how to legally collect data and email your contacts and turn them into paying customers.	Sketchley Grange Hotel	Tourism & Hospitality
16 May, 13.00-16.30	<b><u>How to Create Visual Content for Marketing with Ease</u></b> Learn how to use Canva software to create amazing visual content that represents your brand.	Sketchley Grange Hotel	Tourism & Hospitality

## Grow with help from Collaborate

The Collaborate project is a business growth programme supporting existing businesses with less than 250 employees, that trade business-to-business, in Leicester and Leicestershire. Register here to see if we can support you: <http://bit.ly/collabenquiry>

### We offer:

- **12 hours of free business support, advice and signposting to boost growth**
- Events and sector-specific workshops to learn, network and stay informed
- Inward investment to relocate and expand

(Please note Collaborate grants are no longer available. However if you wish to be put on a waiting list should any future funding become available please email [collaborategrant@leicester.gov.uk](mailto:collaborategrant@leicester.gov.uk))

### Sectors we can support:

- Food and drink manufacturing
- Creative industries
- Textile manufacturing
- Low carbon
- Logistics and distribution
- Tourism and hospitality
- Professional and financial services
- Engineering and advanced manufacturing

### Keep in touch:

Keep in touch with Collaborate by following us on social media and signing up for our newsletter:  
<http://bit.ly/Collabnewsletter>



@CollabforGrowth

**[www.llepbizgateway.co.uk/collaborate](http://www.llepbizgateway.co.uk/collaborate)**

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