

# 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
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 meet current legislative rules.	Leicester Food Park	Tourism & Hospitality
20 Mar, 09.30-11.30	<b><u>Technical Talk Drop-in</u></b> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park	Food and Drink Manufacturing
20 Mar, 07.30-10.00	<b><u>Changes to Customs &amp; Trade after Brexit</u></b> Up-to-date information to help mitigate against adverse changes to customs formalities after Brexit.	Devonshire Place, Leicester	Professional Services, Engineering/ Advanced manufacturing, all others welcome
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
27 Mar, 09.00-12.00	<b><u>Learn how to sell, sell, sell!</u></b> We will help you increase your chances of getting new business by improving your sales ability.	Devonshire Place, Leicester	Professional Services, Engineering/Advanced manufacturing, all others welcome
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

Date and Time	Title and Description	Location	Sectors
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
3 April, 09.30-12.30	<b><u>Setting up and managing an online shop</u></b> A 4 workshop series that covers everything you need to set up an online shop with recommendations for platforms and services.	LCB Depot	Creative Businesses
3 April, 09.30-11.30	<b><u>Technical Talk Drop-In – Preservation Focus</u></b> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park	Food & Drink 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
9 April, 09.30-12.30	<b><u>Acrylamide Legislation Update &amp; Understanding Food Labelling</u></b> Understand the legal requirements around food labelling and how the new legislation will impact your business.	Leicester Food Park	Food and Drink Manufacturing
10 April, 07.30-10.00	<b><u>Changes to Immigration after Brexit</u></b> Updated information on the Government's white paper on immigration.	Devonshire Place, Leicester	Professional Services, Engineering/Advanced manufacturing, all others welcome
1 May, 13.00-16.00	<b><u>SALSA and Issue 5 Update</u></b> Attend this workshop to ensure your business is able to continue to achieve SALSA accreditation.	Leicester Food Park	Food and Drink Manufacturing
1 May, 09.00-12.00	<b><u>PR on a beermat</u></b> At this interactive workshop, you will learn how to get noticed. We'll give you the tools and confidence to use effective PR for your business.	Leicester Racecourse	Professional Services, Engineering/Advanced manufacturing, all others welcome
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
8 May, 09.30-16.30	<b><u>New Product Development for Food Hospitality Businesses</u></b> Understand how to use the food/drink products in your tourism businesses to develop and grow further.	Leicester Food Park	Tourism & Hospitality
14 May, 08.30-11.30	<b><u>How to secure public sector contracts</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	<p><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.</p>	Sketchley Grange Hotel	Tourism & Hospitality
16 May, 13.00-16.30	<p><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.</p>	Sketchley Grange Hotel	Tourism & Hospitality
21 May, 09.00-13.00	<p><b><u>BRC Standard For Food Safety Issue 8 Update</u></b>  Attend this workshop to ensure your business is able to continue to achieve the BRC Standard.</p>	Leicester Food Park	Food and Drink Manufacturing
5 June, 09.30-11.30	<p><b><u>Technical Talk Drop-In</u></b>  Have your food technical queries answered in a one-to-one session – no need to book</p>	Leicester Food Park	Food and Drink Manufacturing
5 June, 13.00-16.00	<p><b><u>Factory Layout – Food Manufacturing</u></b>  An overview of how to achieve best practice when setting up your factory or unit.</p>	Leicester Food Park	Food and Drink Manufacturing
18 June, 09.00-13.00	<p><b><u>Internal Audits – Food Manufacturing</u></b>  Food technical experts will discuss the principles of correct auditing and key management information for improvement.</p>	Leicester Food Park	Food and Drink Manufacturing
19 June, 09.30-11.30	<p><b><u>Technical Talk Drop-In – Labelling Focus</u></b>  Have your food technical queries answered in a one-to-one session – no need to book</p>	Leicester Food Park	Food and Drink Manufacturing

## 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>



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

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