

Free workshops and seminars 2019

Organised by Collaborate partners

To book visit www.lepbizgateway.co.uk/events

Date and Time	Title and Description	Location
All sectors including Professional Services, Advanced Manufacturing or Engineering		
1 May, 09.00-12.00	<u>PR on a Beermat</u> At this interactive workshop, you will learn how to get noticed. We'll give you the tools and confidence to use effective PR to raise your business profile and attract new customers.	Leicester Racecourse
9 May, 07.30-10.00	<u>Changing your business to manage indirect tax after Brexit</u> An overview of the main changes to assist with your indirect tax strategy and how to protect your supply chain.	Devonshire Place, Leicester
14 May, 08.00-11.00	<u>How to Secure Public Sector Contracts</u> Information and help on how to bid for public sector contracts with hints and tips to improve your tender submissions.	Leicester City Council
21 May, 09.30-12.30	<u>How to turn your website into a winning-marketing machine</u> A fast-paced session with help and advice on how to make your website deliver real results.	NSPCC, Leicester
18 June, 09.00-12.00	<u>How to tell your business story through social media</u> Ensure your customers choose you by telling them the story of your business and why you are a good fit.	Leicester Racecourse
Creative Industries		
9 May, 09.30-12.30	<u>How to display your products</u> Learn how to describe your products and take photographs to showcase your business online for the best results	LCB Depot
Food & Drink Manufacturing		
1 May, 13.00-16.00	<u>SALSA and Issue 5 Update</u> Attend this workshop to ensure your business is able to continue to achieve the SALSA accreditation.	Leicester Food Park
21 May, 09.00-13.00	<u>BRC Standard For Food Safety Issue 8 Update</u> Attend this workshop to ensure your business is able to continue to achieve the BRC Standard.	Leicester Food Park
5 June, 09.30-11.30	<u>Technical Talk Drop-In</u> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park
5 June, 13.00-16.00	<u>Factory Layout – Food Manufacturing</u> An overview of how to achieve best practice when setting up your factory or unit.	Leicester Food Park

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18 June, 09.00-13.00	<u>Internal Audits – Food Manufacturing</u> Food technical experts will discuss the principles of correct auditing and key management information for improvement.	Leicester Food Park
19 June, 09.30-11.30	<u>Technical Talk Drop-in – Labelling Focus</u> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park
3 Jul, 09.30-11.30	<u>Technical Talk Drop-in</u> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park
7 Aug, 13.00-16.00	<u>Basics of Food Labelling</u> Understand the legal requirements around labelling and how to apply them to your business.	Leicester Food Park
21 Aug, 09.30-11.30	<u>Technical Talk Drop-in – Preservation Focus</u> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park
4 Sept, 09.30-11.30	<u>Technical Talk Drop-in</u> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park
5 Sept, 09.30-12.30	<u>Product Development: From Concept to Launch</u> Learn how to take your initial product idea to launch including all the processes in between.	Leicester Food Park
18 Sept, 09.30-11.30	<u>Technical Talk Drop-in- SALSA Focus</u> Have your food technical queries answered in a one-to-one session – no need to book.	Leicester Food Park
25 Sept, 09.00-13.00	<u>Introduction to BRC for Food Safety</u> Gain an understanding of how the BRC Standard can help your business.	Leicester Food Park
Tourism and Hospitality Businesses		
14 May, 09.30-16.00	<u>Food Labelling Legislation and Nutritional Information for Tourism Businesses</u> Ensure products/drinks you sell have the correct labelling and meet current legislative rules.	Leicester Food Park
16 May, 09.30-13.00	<u>Email Marketing for Tourism Businesses</u> Learn how to use Mailchimp to legally collect data, email your contacts and turn them into paying customers.	Sketchley Grange Hotel
16 May, 13.00-16.30	<u>How to Create Visual Content for Marketing with Ease</u> Learn how to use Canva software to create amazing visual content that represents your brand.	Sketchley Grange Hotel

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 find about future funding please register at the link above or email 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 with Collaborate by following us on social media and signing up for our newsletter: <http://bit.ly/Collabnewsletter>



www.llepbizgateway.co.uk/collaborate

Collaborate is funded by the European Regional Development Fund and partner organisations: Leicester City Council, Leicestershire County Council, East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) and the Food and Drink Forum.