

# Free workshops and seminars 2019

Organised by Collaborate partners

To book visit [www.lepbizgateway.co.uk/events](http://www.lepbizgateway.co.uk/events)

Date and Time	Title and Description	Location
<b>All sectors including Professional Services, Advanced Manufacturing or Engineering</b>		
11 June, 08.30-12.15	<b><u>How to improve business performance by supporting staff who care for others and reduce stress.</u></b> What every employer needs to know about supporting staff with caring responsibilities and, in addition, how to deal with stress.	Leicester Racecourse
11 June, 08.00-10.00	<b><u>International Tax Breakfast Briefing</u></b> An informative session providing an update on the Brexit position as it impacts indirect tax (VAT and customs duty).	RSM
18 June, 09.00-12.00	<b><u>How to tell your business story through social media</u></b> Ensure your customers choose you by telling them the story of your business and why you are a good fit.	Leicester Racecourse
27 June, 09.30-15.30	<b><u>Protecting your Intellectual Property</u></b> An interactive session for manufacturers providing an overview of the types of IP protection to consider as well as knowledge of the IP protection framework.	Leicester Marriott Hotel
3 July, 09.00-12.00	<b><u>Strategic Business-to-Business Marketing</u></b> Learn how to leverage the power of a robust marketing strategy that attracts and converts quality customers to you.	NSPCC
4 July, 09.00-12.00	<b><u>High Growth, Leadership and Management Skills</u></b> Improve leadership skills and understand what it takes to sustain a high performing team which leads to your success.	NSPCC
<b>Creative Industries</b>		
11 June, 09.30-12.30	<b><u>PR on a Budget</u></b> This workshop looks at what PR is and how to plan campaigns including what the media is looking for.	LCB Depot
12 June, 09.30-12.30	<b><u>Using Social Media Effectively</u></b> An interactive session where you'll learn about idea and content generation as well as social media management.	LCB Depot
19 June, 09.30-12.30	<b><u>4-Part SEO Masterclass Programme</u></b> If you want to get more people to your website and rank higher on google search this 4-part masterclass will provide everything you need. <b>FULLY BOOKED</b>	LCB Depot
20 June, 09.30-12.30	<b><u>2-Part Effective Branding Masterclass (part 2 on 9<sup>th</sup> July)</u></b> Part 1 covers the essential elements of what a brand is with exciting and visual examples then part 2 provides a constructive critique of branding from attendee businesses.	LCB Depot
17 July, 09.30-12.30	<b><u>How to Display your Products</u></b> We will show you how to describe your products online and take photographs in the best way to showcase your business.	LCB Depot

Date and Time	Title and Description	Location
24 July, 09.30-12.30	<b><u>How to Make Short Videos for your Business</u></b> Learn how to create your own videos using iPhones or iPads for blogging, product demonstrations or events. Includes a look at the some of the other equipment you might need.	LCB Depot
<b>Food &amp; Drink Manufacturing</b>		
5 June, 13.00-16.00	<b><u>Factory Layout – Food Manufacturing</u></b> An overview of how to achieve best practice when setting up your factory or unit.	Leicester Food Park
19 June, 09.30-11.30	<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.	Leicester Food Park
7 Aug, 13.00-16.00	<b><u>Basics of Food Labelling</u></b> Understand the legal requirements of food labelling and how to apply them to your business	Leicester Food Park
4 Sept, 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
5 Sept, 09.30-12.30	<b><u>Product Development: From Concept to Launch</u></b> 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	<b><u>Technical Talk Drop-in- SALSA Focus</u></b> 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	<b><u>Introduction to BRC for Food Safety</u></b> Gain an understanding of how the BRC Standard can help your business.	Leicester Food Park

## 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.

### 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 out about future funding please register at the link below or 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

Signing up for our newsletter: <http://bit.ly/Collabnewsletter>



**Register here to see if we can help you: [www.llepbizgateway.co.uk/collaborate](http://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. (Updated:3/6/19)