



Ashfield

ENTREPRENEURS' FORUM

A PROGRAMME OF SEMINARS FOR 2010



Our third summer series of seminars created especially for start up businesses and being delivered by well known experts in the private sector

THE ENTREPRENEURS' FORUM



THE ENTREPRENEURS' FORUM

PRESENTS

MARCUS KILVINGTON

CONTINUING TO SUPPORT OUR NEW START BUSINESSES

The Economic Regeneration Section at Ashfield District Council is working closely with our partners at NBV, Mansfield District Council and West Nottinghamshire College to develop our established Entrepreneurs' Forum. We are delighted to be able to provide a third Summer Seminar Series and hope that you will be able to join us in another successful programme of events.

The Forum is there to support our local new start businesses as well as people who are thinking of starting their own business. It will provide much needed advice, support and information on a wide range of business topics.

Networking opportunities that are so valuable for early start businesses are provided through the Forum to enable participants to meet with like minded individuals, encourage inter-trading and to provide that much needed publicity.

We have developed the 2010 Summer Programme of Seminars in support of the feedback received from previous events. Each seminar will again be delivered by an expert in their field for the benefit of our enterprising people.

We look forward to welcoming you.



HELPING YOU TO BUILD YOUR BUSINESS

FINANCIAL PLANNING AND MANAGING MONEY

Good financial planning and control helps to increase the chances of business success in the early stages. Marcus from East GB is keen to share with us his expertise and enthusiasm for helping new businesses to get into good habits of looking after their money matters from the outset.

During the seminar he will help us to understand the importance of:

- Having a Personal Survival Budget
- Knowing if you can make a profit
- Fixed costs and why it's so important to keep them low
- How to price yourself and your products
- Getting into good habits and managing your money regularly
- Accountants and why they will always save you money
- Not doing it all yourself but always remaining in control

This seminar is free to attend and the format is as follows:

12.00 noon – Buffet lunch

12.30 – 2.00 pm – Delivery of seminar with time for questions

2.00 pm – Networking

To reserve your place please complete and return the perforated booking sheet.

MARCUS KILVINGTON

FRIDAY 7th MAY 2010

The Summit Centre,
Pavilion Road, Kirkby in Ashfield, NG17 7LL

ENTREPRENEURS'
FORUM

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PRESENTS

**JONATHAN NUNN
AND AIDAN DYE**

THE
ENTREPRENEURS'
FORUM

PRESENTS

MAT SHORT

**GENERATING NEW SALES
AND KEEPING CUSTOMERS**

Retaining key customers, when consumers have more choice at competitive prices, can be a tricky skill to master and converting prospects into paying customers can be even more challenging.

Jonathan and Aidan from Individual Team Performance Limited would like to help you stay ahead of the game by learning new techniques and concepts that can be put into practice immediately.

During the seminar they will pass on some of their expertise in:

- How to avoid the 'no-go' areas
- Taking your product one step further
- Turning prospects into customers
- Realising the value of existing customers
- Understanding why people buy and why they would buy from you
- Keeping customers for longer – the relationship ladder

This seminar is free to attend and the format is as follows:

7.30 am – Breakfast

8.00 am – 9.30 am - Delivery of seminar with time for questions

9.30 am – Networking

To reserve your place please complete and return the perforated booking sheet.

JONATHAN NUNN AND AIDAN DYE

WEDNESDAY 23rd JUNE 2010

The Summit Centre,
Pavilion Road, Kirkby in Ashfield, NG17 7LL

ENTREPRENEURS'
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**TOP TEN TIPS FOR DOING BUSINESS
ON THE WORLDWIDE WEB**

IT and the Internet offer powerful tools to improve your productivity, reach your customers and develop your online marketplace.

In this seminar Mat will share his wealth of expertise whilst addressing some burning questions and providing the necessary knowledge, confidence and useful tips that you will require before making that all important decision of doing business on the Web.

- Will my business benefit from being online?
- Why would I want a website – will it add to my bottom line?
- What sort of website do I need?
- How do I attract more visitors?
- Will a bigger audience create me more business?
- How do I make the best of my budget?
- Will I save money in the longer term?
- What are the common pitfalls to avoid?

This seminar is free to attend and the format is as follows:

12.00 noon – Lunch

12.30 pm – 2.00 pm - Delivery of seminar with time for questions.

2.00 pm – Networking

To reserve your place please complete and return the perforated booking sheet.

MAT SHORT

WEDNESDAY 11th AUGUST 2010

The Summit Centre,
Pavilion Road, Kirkby in Ashfield, NG17 7LL

ENTREPRENEURS'
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MARKETING ON A SHOESTRING

Marketing activity is an essential element for attracting new and existing customers. However, any slowdown in sales means you have less money to spend on marketing. So how can you market your products and services with a stretched budget?

Julie from Sore Thumb Marketing and Carolyn from Cade Consulting, who have over 40 years of marketing experience between them, would like to focus on the 'how' to do this rather than talk about 'what' to do. Topics covered in this session will include:

- How to develop a competitive customer offer
- How to get your message noticed
- How to spread the word using PR for little or no cost
- How to put your marketing plan together

This seminar is free to attend and the format is as follows:

5.30 pm – Buffet tea

6.00 pm – 7.30 pm - Delivery of seminar with time for questions.

7.30 pm – Networking

To reserve your place please complete and return the perforated booking sheet.

JULIE WILSON AND CAROLYN McKEEVER

THURSDAY 16th SEPTEMBER 2010

The Summit Centre,
Pavilion Road, Kirkby in Ashfield, NG17 7LL

Please reserve place(s) on the 7th May 2010 for

MARCUS KILVINGTON

FINANCIAL PLANNING AND MANAGING MONEY

Name of Attendees: _____

Please reserve place(s) on the 23rd June 2010 for

JONATHAN NUNN AND AIDAN DYE

GENERATING NEW SALES AND KEEPING CUSTOMERS

Name of Attendees: _____

Please reserve place(s) on the 11th August 2010 for

MAT SHORT

TOP TEN TIPS FOR DOING BUSINESS ON THE WORLDWIDE WEB

Name of Attendees: _____

Please reserve place(s) on the 16th September 2010 for

JULIE WILSON AND CAROLYN McKEEVER

MARKETING ON A SHOESTRING

Name of Attendees: _____



To reserve your place(s) please complete the above section as well as the section overleaf and return to us or contact us in the following ways:

Telephone: Call 01623 457008 or 01623 457171 and leave your details

Email: e.oconnor@ashfield-dc.gov.uk or m.harvey@ashfield-dc.gov.uk

Post: FAO: Ella O'Connor, Economic Regeneration Section, Ashfield District Council, Urban Road, Kirkby-in-Ashfield, Nottinghamshire. NG17 8DA

CONTACT DETAILS

Contact Name:

Email:

I am thinking of starting a business

I am a new start business

I am an established business

Address:

Postcode:

Telephone:

Business Name:

Website Address:

Special Dietary Requirements:

Any additional requirements:

We would like to provide you with additional details of other new products initiatives and information that may be of interest to you. Please tick here to receive these:

Which method of contact may we use: (you may tick more than one)

Telephone

Email

Post

Use of personal data:

All details will be held in accordance with the Data Protection Act 1998. Data collected will be used and retained by Ashfield District Council, NBV and associated business support organisations. Your details will not be disclosed to any other third party.

