

Business Link

Dorset Events 2008-2009



Business Link understands the diverse needs of local businesses and recognises the critical issues you face every day. Our service is impartial and our motivation is to provide practical solutions for customers by offering a fresh insight and an independent solution to your individual needs.

Free support, information and advice. It's what we do.

Please turn over for the booking form.

All Business Link events are free of charge.

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| 13th January 2009 | Start Up: Planning and running a website | A seminar for those who have started trading but have been trading for no longer than 18 months. In today's connected world a website is a vital tool in the marketing armoury, you need to ensure your web presence properly reflects your offer and that it meets the needs of your clients. This non-technical seminar will show you how to plan for a successful site, look at various building options available and introduce you to some tools to update and control your site. |
| Bournemouth Learning Centre | | |
| 16.30 - 18.30 | | |
| 14th January 2009 | No deal or real deal? | A must for anyone involved with the financial side of a small or medium sized business if you want to grow your business but you don't know how you are to finance it. This seminar will enable you to make better informed decisions as you will have a greater knowledge of what lenders are looking for when agreeing finance and overdrafts, plus a wider knowledge of the many other options available including working capital, loan finance, equity/angel funding, invoice finance and bank loans. |
| Bulbury Woods Golf Club | | |
| 10.15 - 14.00 | | |
| 29th January 2009 | Guerrilla e-marketing | There are over 300 social networking sites on the internet, some of which are focussed on building b2b relationships. We will show you the most popular sites, explore the opportunities available and look at how your business can gain commercial benefit from social networking. This workshop also explores email marketing, looking at how to build your subscriber list, creating attractive and informative emails and how to avoid being classed as a spammer. Designed for business owners with a basic understanding of the internet. |
| The Exchange, Sturminster Newton | | |
| 08.30 - 12.00 | | |
| 3rd February 2009 | Leading for success in tough times | Learn what diversification can do for your business turnover, profits and security; and if you qualify for funding through the Leadership and Management Development Grant. In times of economic downturn many businesses' strategy is to spend less and sell more. However, some turn to new markets, or new products and services to help them survive and even grow. This seminar will give you advice on how to plan for business growth through diversification, avoiding the risks to continue to improve your business success. |
| AFC Bournemouth | | |
| 16.00 - 19.30 | | |
| 5th February 2009 | Start Up: How to establish a successful online business | A seminar for those who have started trading but have been trading for no longer than 18 months. With statistics for online sales doubling year on year, the need for businesses to take the step online has never been so important. This seminar will give advice to give you the best opportunity for establishing a successful online business. Topics include: choosing a web developer or going it alone, taking online payments, selling online and the law, and marketing your website to generate sales. |
| Dorchester Town Football Club, Dorchester | | |
| 16.30 - 18.30 | | |

Business Link
Dorset Events 2009



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| 12th February 2009 | Business Link open advice and support day | Business Link is offering business owners the opportunity to attend a free advice and support day. Drop in to attend any of the seminars or arrange a meeting with one of our expert advisers who are available on the day to discuss one to one how you might take your business ideas forward. Seminars include: Confident networking, Marketing on a small budget, Successful Selling, How to recover debt, Winning and retaining good clients, and Making search engines love your website. |
| Peartree Ferndown Ind'l Estate | | |
| 10.00 - 15.30 | | |
| 25th February 2009 | How to grow your business whatever the market conditions | History has shown some businesses are always ready to take advantage of market conditions. As a result they achieve amazing growth - will you be one of them? In today's challenging climate it can be difficult to stay positive, however, we invite all Dorset businesses to a seminar which will help you BOOM! If you are a business owner who is serious about growing your business, this seminar will allow you take take a big step back from the day-to-day, allowing you to think differently and get to grips with what really matters. |
| Bournemouth University, Talbot Campus | | |
| 16.30 - 19.30 | | |
| 26th February 2009 | Business Link open advice and support day | Business Link is offering business owners the opportunity to attend a free advice and support day. Drop in to attend any of the seminars or arrange a meeting with one of our expert advisers who are available on the day to discuss one to one how you might take your business ideas forward. Seminars include: Confident networking, Marketing on a small budget and Making Google love your website. There will be the opportunity to network with other delegates over a free of charge buffet lunch. |
| The Olive Bowl, Gillingham | | |
| 10.00 - 15.30 | | |
| 3rd March 2009 | How to grow your business whatever the market conditions | History has shown some businesses are always ready to take advantage of market conditions. As a result they achieve amazing growth - will you be one of them? In today's challenging climate it can be difficult to stay positive, however, we invite all Dorset businesses to a seminar which will help you BOOM! If you are a business owner who is serious about growing your business, this seminar will allow you take take a big step back from the day-to-day, allowing you to think differently and get to grips with what really matters. |
| Weymouth and Portland Nat Sailing Academy | | |
| 16.30 - 19.30 | | |
| March 2009 TBC | Business Link open advice and support day | Business Link is offering business owners the opportunity to attend a free advice and support day. Drop in to attend any of the seminars or arrange a meeting with one of our expert advisers who are available on the day to discuss one to one how you might take your business ideas forward. Seminars include: Confident networking, Marketing on a small budget, Successful Selling, How to recover debt, Winning and retaining good clients, and Making search engines love your website. |
| Southwell Business Park, Portland | | |
| 10.00 - 15.30 | | |
| 10th March 2009 | Hotel & Catering Show Sound bite sessions | Business Link is hosting free sound bite seminars at the Hotel & Catering Show, each session lasts 40 minutes and will cover the following: How to save money when marketing - for businesses working with little or no marketing budget to measure and make the most of your money. How to make your website work harder - how to keep your website at the top of the search rankings and drive targeted traffic to you and not your competitors. Profiting in competitive times - helping you to make the impossible dramatically possible to explore business opportunities in challenging times. To book please telephone 01425 485040. |
| Bournemouth International Centre | | |
| 12.00 - 16.00 | | |
| 11th March 2009 | Hotel & Catering Show Sound bite sessions | Business Link is hosting free sound bite seminars at the Hotel & Catering Show, each session lasts 40 minutes and will cover the following How to make friends and influence people - learn how to interpret verbal and non verbal communication to build long lasting, quality business relationships. How to close the deal - to help you understand the negotiating process to maximise your chances of successfully closing the deal. To book please telephone 01425 485040. |
| Bournemouth International Centre | | |
| 11.00 - 15.00 | | |

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| 11th March 2009 venue tbc | No deal or real deal? | A must for anyone involved with the financial side of a small or medium sized business if you want to grow your business but you don't know how you are to finance it. This seminar will enable you to make better informed decisions as you will have a greater knowledge of what lenders are looking for when agreeing finance and overdrafts, plus a wider knowledge of the many other options available including working capital, loan finance, equity/angel funding, invoice finance and bank loans. |
| 10.15 - 14.00 | | |
| 24th March 2009 Captain's Club Hotel Christchurch | How to grow your business whatever the market conditions | History has shown some businesses are always ready to take advantage of market conditions. As a result they achieve amazing growth - will you be one of them? In today's challenging climate it can be difficult to stay positive, however, we invite all Dorset businesses to a seminar which will help you BOOM! If you are a business owner who is serious about growing your business, this seminar will allow you take a big step back from the day-to-day, allowing you to think differently and get to grips with what really matters. |
| 16.30 - 19.30 | | |
| 26th March 2009 Kingston Maurward College, Nr Dorchester | Leading for success | Learn what diversification can do for your business turnover, profits and security; and if you qualify for funding through the Leadership and Management Development Grant. In times of economic downturn many businesses' strategy is to spend less and sell more. However, some turn to new markets, or new products and services to help them survive and even grow. This seminar will give you advice on how to plan for business growth through diversification, avoiding the risks to continue to improve your business success. |
| 16.00 - 19.30 | | |
| 21st April 2009 Carrington House Hotel, Bournemouth | Guerrilla e-marketing | There are over 300 social networking sites on the internet, some of which are focussed on building b2b relationships. We will show you the most popular sites, explore the opportunities available and look at how your business can gain commercial benefit from social networking. This workshop also explores email marketing, looking at how to build your subscriber list, creating attractive and informative emails and how to avoid being classed as a spammer. Designed for business owners with a basic understanding of the internet. |
| 08.30 - 12.00 | | |

Some events listed in this guide have been organised by our partners and may have separate booking instructions. These partner events are not listed on the booking form overleaf, instead delegates are asked to refer to the listing in this guide for the relevant booking instructions.



Events Booking Form



Please complete this booking form and return it to:

Events Co-Ordinator, Business Link, Leigh Court Business Centre, Bristol BS8 3RA.

Alternatively you can fax the form to **0845 080 0733** or email **events@businesslinksw.co.uk**

Places are subject to availability.

Title: Mr/Mrs/Miss/Ms _____

Job Title _____

First Name _____

Last Name _____

Company Name _____

Nature of Business _____

Address 1 _____

Address 2 _____

Town/City _____

Postcode _____

Fax _____

Email _____

Web _____

Mobile _____

No of employees in your business
(if applicable) _____

Please specify any requirements that I may need to
be aware of to ensure your event is as comfortable
as possible _____

please tick which events the delegate named on this form would like to attend.

11th December - Creating a successful sales strategy
Durley Hall Hotel & Spa

13th January 2009 - Planning and running a website
Bournemouth Learning Centre

14th January 2009 - Real deal or no deal?
Bulbury Woods Golf Club, Lychett Minster

29th January 2009 - Guerilla e marketing
The Exchange, Sturminster Newton

3rd February 2009 - Leading for success
AFC Bournemouth, Bournemouth

5th February 2009 - Establish a successful online business
Dorchester Town Football Club, Dorchester

12th February 2009 - Business Link open day
Peartree, Ferndown Industrial Estate

25th February 2009 - How to grow your business whatever the market conditions
Bournemouth University, Talbot Campus

26th February 2009 - Business Link open day
The Olive Bowl, Gillingham

3rd March 2009 - How to grow your business.....
Weymouth and Portland Nat Sailing Academy, Portland

March 2009 date TBC - Business Link Open Day
Southwell Business Park, Portland

11th March 2009 - Real deal or no deal?
Venue TBC

24th March - How to grow your business.....
Captain's Club Hotel, Christchurch

26th March - Leading for success
Kingston Maurward College, Nr Dorchester

21st April - Guerilla e marketing
Carrington House Hotel, Bournemouth

Northern Arc Ltd provides the Business Link Services in Gloucestershire, Wiltshire and the West of England and Business Link marketing services to WSX Enterprise in Dorset. Northern Arc Ltd is registered under the Data Protection Act 1998. Your details are used by us to monitor and improve the services we provide. You may be asked to provide feedback on the services you have received from us. We maintain the appropriate safeguards to ensure security, integrity and privacy of all personal information held. We may contact you to inform you of our services and events that we think will be of interest to you. If you do not wish to receive marketing communications from us, please tick here.

If you do not wish for us to pass your details onto our partners with similar objectives to our own, please tick here.