



## THE PROGRAMME DETAILS

TO BOOK ON TO ANY OF THESE COURSES, CALL LIFELONG LEARNING  
ON 01720 424880 or email [lifelonglearning@scilly.gov.uk](mailto:lifelonglearning@scilly.gov.uk).

Places limited to 20 per session

### MONDAY 9th MARCH

#### **Session 1: MARKETING ESSENTIALS; HAVING A PLAN**

Monday 9<sup>th</sup> March: 9.30am – 11am

VENUE: Lifelong Learning (Klondyke Room)

Making a Scilly-based product or delivering a truly excellent Scillonian service is fantastic, but if no-one really knows about it, or you, it won't sell as well as it could! If you're looking to boost your annual revenues and/or improve year round cash flow, or spread your customer net further afield to the mainland and beyond, then this is a workshop for you.

This practical workshop looks at a range of marketing tactics that don't cost the earth, but do work very well for small and medium size businesses. It will also suggest a few dos and don'ts, and a few tricks of the trade!

This session will be delivered by David Jackson, Executive Director of the Islands' Partnership.

*One-to-ones will be also available for those attending the workshop with both David and Carolyn Garman. Please register your interest in a private session when booking on this workshop.*

#### **Session 2: GOOGLE ADS & GOOGLE ANALYTICS**

Monday 9<sup>th</sup> March: 11.30 noon – 1pm

VENUE: Lifelong Learning (Klondyke Room)

Rob Edlin from Niddocks is an Online Marketing Specialist. If there's anything you need to know about Google and how to make it work for your business, Rob's your man.

This presentation will give you the basic grounding in what you can do, and what you need to do to market your business online via Google Ads and, importantly, measure the results. Rob's also

offering one-to-ones (or small group sessions, if the businesses are similar) for anyone attending the presentation. He and/or his business partner (Andrea Edlin) will talk you through your own business options. When you book your place on this workshop, please register your interest in having a private session as these will be arranged closer to the time.

### **Session 3: MAKING THE MOST OF eCOMMERCE**

Monday 9<sup>th</sup> March: 2pm – 4pm

VENUE: Lifelong Learning (Klondyke Room)

eCommerce is a vast and tricky subject and for many, the mere thought of getting started or expanding your current online offering can feel overwhelming. Whether you're a manufacturer of products that sell online, or offer activities on the islands that could be pre-booked online, there's a wealth of knowledge to be gained by attending this session.

Phil Allatt from IT West will deliver a comprehensive workshop about how small businesses can get set up an eCommerce website, make the right choices and avoid common pitfalls. Using a couple of business case studies he'll demonstrate the successes and complexities of selling online, as well as offer expert advice when tackling more regular eCommerce queries.

One-to-ones with Phil will be also available on Tuesday morning for those attending the workshop. Please register your interest in a private session when booking on this workshop.

### **WELCOME TO SCILLY BUSINESS WEEK – DRINKS & NIBBLES!**

Monday 9<sup>th</sup> March: 6pm – 8pm

VENUE: Tregarthen's Hotel

Join the Council of the Isles of Scilly's Chief Executive, Theo Leijser and Head of Strategic Development, Diana Mompoloki, and representatives from the Islands' Partnership including Executive Director, David Jackson for an informal evening of drinks and nibbles.

Mostly an informal event, there will however be a couple of short presentations to hear more about Scilly's economic development plans enabling businesses and entrepreneurs to grow their businesses further and benefit from greater collaboration. There will also be an opportunity to ask the panel about broader business and community plans in a short Q&A session.

## **TUESDAY 10th MARCH**

### **Session 4: FOOD STANDARDS: WORKING WITHIN THE LAW**

Tuesday 10<sup>th</sup> March: 9.30am – 11am

VENUE: Tregarthen's Hotel

An essential session for all food retailers, caterers, restaurateurs, particularly ahead of the Food Hygiene course taking place on 18<sup>th</sup> March: David Currie, Environmental Health Officer at the Council of the Isles of Scilly presents an introduction to food business operators' responsibilities with regard

to complying with Food Enforcement Law. In particular, he will focus on the Food Safety Management Procedure which also incorporates “HACCP principles”.

IFCA Fisheries Officer, Doug Holt will also offer a short workshop on the legislation associated with restaurateurs selling shellfish.

## **Session 5: RECRUITING AND RETAINING GREAT STAFF**

Tuesday 10<sup>th</sup> March: 11.30am – 1pm

VENUE: Tregarthen’s Hotel

As the 2015 season gets set to go, Emma Driscoll, Personnel Manager from Tresco Estate offers a practical session on how best to recruit staff and attracting good candidates to apply (what works and what doesn’t). Emma will also share tried and tested techniques which can improve the chances of selecting the right person and tips on welcoming and keeping them. Finally, she will look at current employment trends affecting recruitment and review the legal requirements affecting the employment of staff. A Q&A session will follow the presentation.

## **Session 6: SUPERFAST BROADBAND; SUPERFAST BUSINESS**

Tuesday 10<sup>th</sup> March: 2pm – 3.30pm

VENUE: Tregarthen’s Hotel

Scilly now has Superfast Broadband, and businesses can take advantage of the technology in many different ways. Nigel Ashcroft MBE, Programme Director for Superfast Cornwall will provide insight into the project that aims to provide fibre broadband to 95% of Cornwall and the Isles of Scilly. Hear about and be inspired by businesses who are already using the technology in innovative ways and who have experienced a step-change in how they manage their business as a result of signing up to superfast broadband. Nigel will facilitate a question and answers session after the presentation.

## **Session 7: SECURING BUSINESS THROUGH WINNING TENDERS**

Tuesday 10<sup>th</sup> March: 3.45pm – 4.45pm

VENUE: Tregarthen’s Hotel

The world of public procurement is frequently seen as complex and hard to navigate. This workshop is ideally suited to small businesses keen to tender for works with the Council of the Isles of Scilly or any other public body. The workshop will be delivered by the Council’s Sean Parsons, Capital Development & Procurement Officer and Rob Roder, Officer: Programme Development & Delivery who will walk through the principles and practices of CIOS procurement including different types of public procurement, financial thresholds and what information is important when putting together a tender. They’ll also provide insight into the most common issues that arise when receiving tender documents.

## **ADDITIONALLY....**

## **GET SET FOR GROWTH: INDIVIDUAL CONSULTATIONS**

Tuesday 10<sup>th</sup> March: ALL DAY

VENUE: Tregarthen's Hotel

Get Set For Growth's Gregg Harding, Business Finance Advisor, and Karen Harding, Marketing & Sales Specialist will be on hand on all day throughout the day. Based at Tregarthen's Hotel, they are offering "Get Set drop in business clinics" for anyone attending the event.

They'll provide one to one 30-minute sessions looking at what your particular business needs to grow, funding opportunities that could be available, trouble shoot specific business issues, and help you to get a growth plan together to move your businesses forward.

If you're interested in receiving one-to-one expert advice, book in advance via [Cornwall@getsetforgrowth.com](mailto:Cornwall@getsetforgrowth.com) or simply turn up and wait your turn.

## **WEDNESDAY 11th MARCH**

### **Session8: TRIPADVISOR & MANAGING YOUR REPUTATION ONLINE**

Wednesday 11<sup>th</sup> March: 9.30am – 11am

VENUE: Tregarthen's Hotel

Pam Foden, VisitEngland's Head of Industry Development will deliver a short presentation on TripAdvisor and other free online platforms which offer value to tourism-related businesses. This will be followed by a 'hands-on' session to see what reviews your business already has and where new opportunities lie. Ideally bring along your laptop or tablet.

Pam will also look at booking engine options for websites, or online travel agent (OTA) alternatives, as suits the audience. Compare costs and the pros and cons of each, and discuss your own experiences. Once again, a short presentation by Pam will be followed by informal session in small groups.

Anyone attending this session can also request expert one-to-one advice following this session throughout the day about their aspirations and/or needs regarding TripAdvisor etc.

### **Session 9: PAYMENT METHODS; CARD TECHNOLOGY**

Wednesday 11<sup>th</sup> March: 11.30am – 1pm

VENUE: Tregarthen's Hotel

Improve cash flow, make more money, and meet your customers' expectations: all excellent reasons to attend this session which focusses on new card technology, payments using mobile phones, PayPal, Sage Pay, and why it makes business sense to take cards in the first place.

Sarah Niven from Barclaycard will talk you through the latest up and coming payment technology and options for different businesses. She'll be supported by case studies from Richard Mills (Scilly Sailing, Spero's and Tresco Sailing Centre) and Oriel Hicks (Phoenix Craft Studios), both of whom have seen revenues rise significantly as a result of taking cards. All will partake in a Q&A session following the presentation.

## **Session10: BUSINESS FINANCE: VAT AND PAYROLL**

Wednesday 11<sup>th</sup> March: 2pm – 3.30pm

VENUE: Tregarthen's Hotel

This is a must for smaller and medium sized businesses who are nudging the VAT threshold, or have the potential to do so. This masterclass will be facilitated by Rachel Keeley, licensed member with AAT now living on Scilly. She will take you through the pros and cons of VAT registration, how to make VAT registration work better for your business, and how best to keep on top of book keeping so that your business operates as efficiently and profitably as possible.

Rachel will also tackle the principles of payroll, as well as offer tips on tax breaks and incentives.

Anyone attending this session will be entitled to private one-to-one consultations with Rachel. Please register your interest in a private session when booking onto the course.

## **THURSDAY 12th MARCH**

### **Session 11: TRIPADVISOR & MANAGING REPUTATIONS ONLINE**

Thursday 12<sup>th</sup> March: 9.30am – 11am

VENUE: Tregarthen's Hotel

In a repeat of Session 8, Pam Foden, VisitEngland's Head of Industry Development, together with VE Moderator Brian Roberts, will deliver a short presentation on TripAdvisor and other free online platforms which offer value to tourism-related businesses. This will be followed by a 'hands-on' session to see what reviews your business already has and where new opportunities lie. Ideally bring along your laptop or tablet.

Pam will also look at booking engine options for websites, or online travel agent (OTA) alternatives, as suits the audience. Compare costs and the pros and cons of each, and discuss your own experiences. Once again, a short presentation by Pam will be followed by informal session in small groups.

Anyone attending this session can also request expert one-to-one advice following this session throughout the day about their aspirations and/or needs regarding TripAdvisor etc.

### **Session 12: SUCCESSFUL SUCCESSION PLANNING**

Thursday 12<sup>th</sup> March: 11.30pm – 1pm

VENUE: Tregarthen's Hotel

If you're running a family business but seeking to step aside, or slow down, you need to be sure that you have a solid succession plan in place so ensure a smooth transition of leadership. This workshop, led by Ben Leonard, Head of Business Development, Unlocking Potential, will look at what Succession Planning is, why it's important to embrace it early, the processes you will need to go through, and how to tackle difficult or delicate issues.

The session will be interactive and one-to-ones with Ben can be requested by anyone who attends.

## **Session 13: THE CUSTOMERS' EXPERIENCE; UNDERSTANDING ITS IMPORTANCE**

Thursday 12<sup>th</sup> March: 2pm – 4pm

VENUE: Tregarthen's Hotel

Good customer service extends beyond a smiling face on arrival in your establishment. A customer's journey to your business starts at the very moment they find you on TripAdvisor or Google, or check your website credentials; read about you in the local paper or even see or taste your product at a friend's house!

However a customer finds you, you have the opportunity to impress and engage them at any point on their journey. From discovery, making a booking / the purchase, arrival, follow up and feedback – as well as dealing with complaints successfully - this is all about the "customers' experience"! Get it right and your business will thrive.

Pam Foden, VisitEngland's Head of Industry Development will help you identify all your customer touch points and offer some great tips and advice on how best to win them over every step of the way!

## **FRIDAY 13th MARCH**

### **Session 14: COMMERCIAL REALITIES OF MANUFACTURING**

Friday 13<sup>th</sup> March: 9.30am – 11.30am

VENUE: Lifelong Learning, Klondyke Room

No matter the size of your business or your product, if you're making something to sell, you need to understand the commercial realities of manufacturing – often seen as a major barrier to business growth. Martyn Pearson from the South West Manufacturing Advisory Service is an expert in the field – helping small and medium size businesses across the region to start up and grow successfully.

During this interactive workshop full of case study examples, Martyn will help delegates work out exactly how much it costs to manufacture their product through a simple cost-base methodology. He will also help manufacturers focus on how to drive out non value added activity from their businesses – i.e. ensure that they only undertake tasks that the customer will pay for.

This workshop is essential for anyone on Scilly making products, however big or small, looking to manufacture more cost efficiently, and grow their businesses successfully through improved profitability.

### **Session 15: PROTECTING YOUR ASSETS**

Friday 13<sup>th</sup> March: 11.30am – 3.15pm

VENUE: Lifelong Learning, Klondyke Room

Do you protect your business assets? Are you aware of your Intellectual Property rights? Should you trade mark or copyright your creations? How do you set your business apart from others and make sure you protect your business's USPs from infringement by others?

The field of Intellectual Property and Copyright needn't be dry or frightening: in fact you can turn them into valuable assets for your business – and make money from them.

IP and Copyright expert Tom Moore from leading West Country solicitors, Stephen Scown, will show you how!

(There will be a short lunch break included.)

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#### **FOR THE DIARY**

Further all-day courses on offer from Lifelong Learning:

- Tuesday 17<sup>th</sup> March - PERSONAL LICENCING (HABC LEVEL 2 Award) £TBC
- Wednesday 18<sup>th</sup> March - FOOD HYGIENE, including allergies and labelling (LEVEL 2 FOOD SAFETY) £TBC

Short course from Islands' Partnership

- Monday 30<sup>th</sup> March – WiFi De-mystified, for IP members only. FREE