A week of FREE business workshops, seminars and drop-in sessions with business experts

Thursday continued…

Design Principles
Delivered by Door4
In this fascinating talk hear Leon Calverley of Door4 Creative discuss fundamental principles that all businesses should consider when designing services for their audience. Based on government approved design principles this talk will enhance your communications, websites and services to better serve all of your users. Essential for anyone who works in manages software, communications, UX and web design roles.

2pm – 3pm
Door4, Burnley Wharf, Manchester Road, BB11 1JG
Booking: rgifford@burnley.gov.uk 01254 477213

Focus on Social Media
Delivered by +24 Marketing
Now more than ever, you need to focus your social media marketing strategy to rise above the noise. In this session, social media expert, Social Sam from +24 Marketing, will guide you through an effective social media strategy to get results for your business. Practically, every business has an online presence but most have no strategy. Stop wasting time on social media and start getting results.

6:30pm – 8:30pm
Venue: Prairie Sports Village, Windermere Avenue BB10 2FU
Booking: https://goo.gl/CpLNec

Friday 13th October

Meet with a Boost Senior Business Advisor
Do you want to grow your business but aren’t sure where to turn? Arrange for an advisor to come and meet you at your premises to carry out a Boost Business Support Review; an impartial service delivered by experienced business advisors. We help ambitious businesses to succeed by providing advice and matching them to relevant funded support programmes including mentoring, business masterclasses, product development, leadership development, skills training and accessing finance. Businesses must be trading and B2B to qualify. This service is available throughout all of Business Week.

By appointment
Booking: 0800 488 0057 info@boostbusinesslancashire.co.uk

The 7 reasons why Digital, Web & IT projects fail. How to avoid the pitfalls and plan for success.
Delivered by Andrew Dewhurst of Affilius Group
IT and Digital can have a real impact on the performance of a business. Either through the use of software to improve processes, efficiencies and productivity. Or through the use of creative web technologies to support the marketing, branding and presentation of all the business brands. All too often projects fail to deliver the expected result or return on investment. In this session the 7 main reasons for project failure will be debunked and a roadmap for digital and IT project success explained.

9am – 10:30am
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way
Booking: rgifford@burnley.gov.uk 01254 477213

Strategies to Engage People and to Deliver Results
Delivered by Scancapture
Evidence shows that Lancashire is behind the UK when it comes to Employee Engagement resulting in a reduction in productivity. Half a million workers in Lancashire are not fulfilled by their work, and only a third say they feel engaged in their role. In this session Steve Smith ‘The Engagement Ninja’ and Andrew Henderson will discuss the correlation between employee engagement and organisational performance whilst sharing real-life practical tips and tools. This session is essential for all business leaders wanting to discover how to make their business a great place to work, to increase customer satisfaction, raise productivity and improve revenue and profitability.

11am-12:30pm
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way
Booking: rgifford@burnley.gov.uk 01254 477213

Business Drinks
Get social with Business Week - Join us at the Palazzo to relax and unwind. Network with other businesses and enjoy some social time. See you there!

From 4:15pm
Just turn up
Palazzo Italian Restaurant and Bar, Grimshaw Street, Burnley, BB11 2AS
### Business Basics
Delivered by Enterprise Lancashire
If you are considering working for yourself this one and a half hour workshop will give you an outline of what involved, what you need to know and what to do next. This informal and upbeat session is for anyone thinking of starting a business. This session will help you to set out a plan for your business. A great starting point covering the “ins and outs” of running a business including do you have the skills required, the considerations of working for yourself, how to find out if self-employment is feasible and what other support is available.

**Monday 9th October**

### Prince’s Trust Enterprise Programme
Delivered by Prince’s Trust
Thinking about starting a business or self-employment? This workshop will take you through, in order and explain in plain language what may be required and many useful hints and tips. If you are aged 18yrs 30yrs and unemployed oridée struggling to get them down on paper? So does Peter. He’s find your head bursting with brilliant ideas and opinions, but persuasion, give you tips to beat writer’s block and leave stranger to the challenge of changing people’s minds.

**Tuesday 10th October**

### Sell – Don’t Tell. Advertising and the Power of Persuasive Writing
Delivered by Peter McLean of 2BR Radio
How do you persuade someone to do something? Do you ever tell your friends about a great new restaurant? Do you ever persuade your boss to give you that pay rise? Do you ever persuade your partner to go on a romantic weekend away in the Lake District?

### Product development and Manufacturing Support from UCLan
Delivered by the Advanced Manufacturing Lab, UCLan Burnley
The University of Central Lancashire offers a range of manufacturing, engineering and product development support to Burnley businesses. Come along and take a tour of our advanced manufacturing laboratory. See how the DigitME2 project can support your manufacturing challenges and meet the UCLan Innovation team, who will be on hand to chat through your ideas.

### Corporate and Social Responsibility in the workplace
Delivered by Burnley FC in the Community
Join Burnley FC in the Community and their delivery partners to discover the importance of delivering CSR to generate community impact and better workplaces. Help make Burnley a better place for everyone by giving something back.

### Cyber Security and Practical steps in regards to GDPR compliance
Delivered by Ni Network with LCWS Ltd
The GDPR regulations are up to date with the latest breaches and provide a high-level overview on the updated and revised data protection regulations. The aim is to give an in-depth look at the impact of GDPR in 2018 on your organisation.

### R&D Tax Credits: Save your business money
Delivered by Pierce Accountants supported by Profitoptimiser
Many businesses are still unaware of the significant savings which can be made on corporate tax due to Research and Development work, the definition of which is far broader than many people realise. Some local companies have saved as much as £80,000 in the past 12 months and all business sector are eligible including those in food manufacturing, engineering, manufacturing and creative & digital. This workshop will explain what you need to know and what can be claimed, it will ascertain whether you have a potential claim to make, and follow up action can be organised to formally assess that claim and submit an application.

**Thursday 12th October**

### Monday 9th October

#### Tell your story to a journalist…
Delivered by Wired Marketing
Email marketing still generates a higher return on investment than other digital channels. If you’re looking to improve your email campaigns or perhaps just want to know a little more about your marketing strategy come along and learn the latest industry techniques that will increase your business profits and customer loyalty.

**Friday 13th October**

#### Starting a Business in Burnley Market
Delivered by Burnley Market
Ever dreamed of starting your own business but feel the idea is quite daunting? We can help you access to start-up grants, incentive rents and free business advice to take some of the stress out of it. Those first 12 months can be very hard. Many people say that you need to know what may be required and many useful hints and tips.

#### Practical tips on implementing GDPR
Delivered by Forbes Solicitors
Everyone knows the General Data Protection Regulation is coming and it is going to survive Brexit, but what does it mean? This practical session, aimed at businesses of all sizes will explore the impact of GDPR. There will be a focus on how to prepare for upcoming events, craft the perfect six second pitch, boost your confidence with simple strategies, listen, and find out why it’s the most important communication skill, set conversations easily and move on to the next. Follow-up – did you know that 90% of networkers don’t do this? Improve and develop relationships through understanding what makes people tick.

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### Wednesday 11th October

#### Protecting your business for your family and co directors
Delivered by KM Accountants, with Forbes Solicitors
In this one hour session, Jenny Burks, corporate law specialist at Forbes Solicitors will look at the main features of a well-drafted agreement, keeping your business; focusing on the importance of your business having a well-drafted agreement, keeping your business; focusing on the importance of your business having a well-drafted agreement, keeping your business; focusing on the importance of your business having a well-drafted agreement, keeping your business; focusing on the importance of your business having a well-drafted agreement, keeping your business; focusing on the importance of your business having a well-drafted agreement, keeping your business; focusing on the importance of your business having a well-drafted agreement, keeping your business; focusing on the important things for shareholders agreements in place. How to plan to protect what you want to protect; the role of the agreements. For more traditional means of director or family member purchase. Rarely can be ever sure help you to understand Business Continuity and Succession Planning and Tax Planning solutions.

### Thursday 12th October

#### Cloud Accounting
Delivered by PM+M Accountants
Delivering your cloud accounting has transformed the way you think and manage the world around you everyday – and cloud accounting is the big change for small businesses. Cloud accounting provides a host of time-saving tools that will help you grow your business. At this session at Burnley Business Week we will be looking at: What is cloud accounting? How can it be used in my business? Why would I want to use it in my business? Join the PM+M cloud specialist team to learn how to get ahead in business.

Between 9am to 10.30am
Business First Business Centre, Empire Way, BB12 6HF
Booking: rfooter@burnley.gov.uk 01254 772713