

#burnleybw

Burnley Business Week

14-18th May 2018

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

In association with:



Organised by:



Burnley Business Week
14-18th May 2018



Main event supported by:
XCina
A Shearwater Group plc Company



If undelivered return to:
Regeneration and Planning Policy,
Burnley Council, 9 Parker Lane, Burnley, BB11 2BY



Why is the Customer Experience More Important Than Your Customer Service

Loyal customers spend more with you, but how do you get their loyalty? Shopper Anonymous works to drive business growth by means of delivering a clear insight from customers. Working with modern software and a highly trained team of Lancashire Mystery Shoppers this workshop will share stories of great working practices, (and some not so good)! Learn why businesses fail to follow up sales leads, and how to plot your Customer Journey with so many channels now open to your customers. Learn the latest trends and features of companies that are truly Customer-Centric.

5pm, 7pm
Delivered by Phil Heaven of Shopper Anonymous
Lawrence Hotel, 26-28 Church St, Padiham, Burnley BB12 8HG
includes light refreshments

FRIDAY 18th May

Exploring SME Growth Strategies

Designed for growing SMEs, this interactive workshop will guide you through some of the practical tools you can use to determine your own tailored business growth strategy. This will include identifying where growth can come from, value propositions and identifying your place in the market. Delivered by staff from Lancaster University's Lancashire Forum, this session is also a taster of the fantastic business support on offer from Lancaster University.

Delivered by Lancaster University Management School
8.30am – 10.30am.
James Hargreaves Suite, Burnley Football Club, Turf Moor, Burnley, BB10 4BX
Register at: exploring-sme-growth-strategies.eventbrite.co.uk

Shout Network

Do you understand how business networking works? Do you want ideas to develop your 60 second pitch? Do you want to meet more local businesses? The SHOUT Network Burnley Group are hosting a special Burnley Business Week meeting for any size and type of business. Everyone that attends, gets the opportunity to introduce themselves to the room in a relaxed environment and see how business networking wins you customers, work, suppliers, referrals, personal development, business advise and form long term business friendships.

9:30 – 12pm
Birchalls Food Service, Burnley Bridge Business Park, BB12 7BF
Book: shoutnetwork.co.uk/events/bbw/

The 7 Reasons Why Digital, Web & IT Projects Fail. How to Avoid the Pitfalls and Plan For Success

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 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.

Delivered by Andrew Dewhurst of Affilius Group
9am – 10:30am
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way

Lessons in How to Entertain Business Clients

Gin tasting is a great way to break the ice and get your clients and/or employees talking. Enjoy a hands-on session learning about the history of gin, including how to create the perfect serve. Brilliant entertainment for hosting an informal business event; tastings can be tailored to your needs.

Delivered by Batch Brew during the refreshment break
10:30am – 11 am
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way

The Leadership Test

There is no doubt that the next five years are going to be more challenging for businesses than the last forty. Pressure is mounting, risks increasing, demographics, economics and the business environment are shifting like never before. The need for great leadership has never been more important. Are company directors, managers and owners prepared for this shift; are they ready to lead?

Institute of Directors Chairman Stuart Thompson will explore with you the vital elements of great leadership and share practical guidance to help you uncover your leadership gaps.

Delivered by Institute of Directors' chairman, Stuart Thompson
11am – 1pm
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way

How to Win New B2B Business Using LinkedIn

Creating content and aligning it to a well thought out strategy leads to new business. Award-winning agency Viva present a masterclass on the art of creating content that grabs attention and business leads. Designed to give attendees a strategic approach to using LinkedIn that will transform the way they think about the channel. The masterclass — delivered by people who carry out this work successfully every day — will help attendees to create a professional plan for LinkedIn.

Delivered by Viva PR
1pm – 3pm
Northbridge House, Elm Street, BB10 1PD

For all bookings visit: www.ticketsource.co.uk/burnleybusinessweek
unless otherwise stated, or call Ryan Gifford 01282 477213

Please find enclosed your programme of events for **Burnley Business Week which takes place across Burnley from Monday 14th May to Friday 18th May 2018.**

The programme contains a calendar of events for the week, a complete when, where and course content guide, with details of how to book yourself a place on any of the FREE business sessions.

This is the Seventh annual Business Week that Burnley Council have organised and which has this year been supported by cyber security specialists Xcina. The events of the week have been put together with a range of partners to offer the latest in advice and training to help you grow your business and explore and implement long term growth and money saving initiatives.

Whether it's new start business advice, training on the latest digital marketing and cyber threats, hands on workshops for workforce development, they are all delivered by business experts, who can share their expertise and knowledge, to help you improve your business performance.

Whatever your business size or type, there will be something happening during Burnley Business Week to support your business growth.

Burnley is amongst the best towns in the North West for business growth, a result of Burnley's pro-active approach to creating the right environment for business growth. Burnley is changing and repositioning itself to compete with larger development areas by preparing the way for economic growth, with new infrastructure, developments and business support to create an environment in which our businesses can thrive.

If you have any questions or queries about Business Week or would like further details about any of the sessions on offer during the week please contact Ryan Gifford, Assistant Economic Development Officer, on 01282 477213.



Yours faithfully
Councillor Mark Townsend
Leader of Burnley Council



For all bookings visit: www.ticketsource.co.uk/burnleybusinessweek unless otherwise stated, or call Ryan Gifford 01282 477213

MONDAY 14th May

Starting Your Own Business

This one day workshop provides you with a detailed look at all aspects of starting and running a business from marketing and business planning to understanding financial aspects within your business. At the end of this workshop you will be able to undertake your own research to see if your business idea is viable, put together a draft business plan and have an understanding of profit and loss. This seminar will give you the tools to help your business take off.

Delivered by Orvia
Monday 14th May, 9:30am – 3pm
Northbridge House, Elm Street, BB10 1PD

Take Your Business To The Next Level: eCommerce Made Easy

68% of internet users in the EU purchased online in 2017 (Eurostat, 2018) and this is growing year on year. With so many affordable options out there to help small businesses make the transition online, there is no excuse not to be online. This talk, held by Matthew from freewebstore, will focus on the latest eCommerce trends, the benefits of having an eCommerce platform and he aims to dispel the myth that eCommerce is only for 'techies.

Delivered by Freewebstore
10am–10:45am
Spacious Place Ltd, 7 Slater Terrace, Sandygate, On the Banks, BB11 1BU

Raise Your Defences Against Cyber Crime

Delve into the dark side with Justin Sherwood as he explores cyber criminals and how they operate. In understanding what motivates them, Justin will explain best practice tools and techniques to raise your defences and get your business protected. You will also gain the cyber awareness you and your team need to help survive a cyber attack – because it will happen.

Delivered by Justin Sherwood of Seriuin
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way
12.45–1.45pm

Secured by Design

The recent Mirai and WannaCry cyber attacks reinforced the need for effective cyber security as part of a digital economy. The UK has ambition to become the safest place in the world to do business online through the UK Government's Secured by Design initiative. Find out more about Secured by Design from one of its seven founding members; Xcina. Learn why your company needs digital resilience and the potential consequences of not having cyber security policies in place.

Delivered by Kevin Porter of Xcina
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way
2-4pm

R&D Tax Credits: Save Your Business Money

Many businesses are still unaware of the significant savings which can be made on corporation tax or tax credits for Research and Development work, the definition of which is far broader than many people realise. Some local companies have saved as much as £60,000 in the past 12 months and all business sectors are eligible including those in food manufacturing, engineering, manufacturing and creative & digital. This workshop will make you aware of what can be claimed, it will ascertain whether you have a potential claim to make; and follow up action can be arranged to formally assess that claim and submit an application.

Delivered by Pierce Accountants, supported by Profitoptimiser
Monday 14th May, 1pm-2pm
At: Lancashire Digital Technology Centre
Bancroft Road, BB10 2TP

Innovation, Product Development and Manufacturing Support

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 Clinic team who will also be on hand to chat through your new product ideas and give you advice and guidance on creating an Innovation strategy. See how your business can access these or other fully funded business support programmes.

Delivered by UCLan - Advanced Manufacturing Lab, Burnley Campus
9am – 4pm
DigitME2 advanced manufacturing lab, UCLan Campus, Burnley College, Princess Way
Booking: jsmith23@uclan.ac.uk

TUESDAY 15th May

Interactive Mock Employment Tribunal

Employment Mock Tribunal hosted by Forbes Solicitors & Hays, will demonstrate a realistic insight into the workings of an Unfair Dismissal case which will focus on gross misconduct. The prospect of going to an employment tribunal can be daunting. It's difficult to imagine what it's like to be examined and cross-examined, to present a case cogently, and supply evidence to a judge and panel. Forbes Mock Tribunal is designed for anyone with staff management responsibilities, particularly those involved in disciplinary matters, including HR.

Delivered by Hays and Forbes Solicitors
Prairie Sports Village, Windermere Avenue, Burnley, BB10 2FU
8–11.30am
Please register here <https://tinyurl.com/mocktribunal>

Managing Technology Within Your Business

Capital expenditure can hold a business back! With the demands of customers, employees, authorities and suppliers, we have to use technology to efficiently run a business. But do you have the budget to buy the capital equipment needed to deliver? In this session, we'll look at cost efficient ways to integrate technology for a range of departments including Sales, Marketing, HR and Accounts. We'll demonstrate secure destruction of data management and how technology helps you drive your business forward.

Delivered by Richard Singleton of whY-us? Marketing and RapidIT
9:30am (for 10am start) – 12pm
Venue: RapidIT Ltd, Wyre Street, Padigham, BB12 8DF

Prince's Trust Enterprise Programme

Thinking about starting a business or self employment? This 4 day workshop will get your thoughts in order and explain in plain language what may be required and many useful hints and tips. If you are you aged 18yrs-30yrs and unemployed or working fewer than 16 hours per week you can enrol on the Princes Trust Enterprise Programme. Why & how to create a business plan?, Structure of business, where to trade from, opportunity to practice important situations and more. Prior enrolment is necessary.

Delivered by Prince's Trust
Tuesday to Friday
10 am – 4pm
Prince's Trust, Sandygate
Booking: Henry.Hopper@princes-trust.org.uk

Meet with a Boost Business Advisor

Do you want to grow your business but aren't sure where to turn? There is a wealth of support available for businesses in Lancashire. Our free, impartial and professional advice can save your business time and ensure the support offered is relevant and valuable to your business.

Come and see them at a morning drop-in 9:30am – 12:30pm
At: Lancashire Digital Technology Centre
Bancroft Road, BB10 2TP
By appointment
Booking: 0800 488 0057 info@boostbusinesslancashire.co.uk

The 4 Key Ingredients in Creating an Inspirational Employer Brand Through People Engagement

Half a million workers in Lancashire do not feel fulfilled, and only a third say they feel engaged in their role, resulting in a reduction in productivity, high staff turnover and an inability to recruit the right kind of people. This session will discuss the correlation between people engagement and building an inspirational employer brand whilst sharing real-life practical tips and tools. Make your business a great place to work and a great place to be a customer, raise productivity and attract and retain the right kind of people.

Delivered by Anthem Engagement; Steve Smith and Andrew Henderson
1–3pm
Prairie Sports Village, Windermere Avenue, Burnley, BB10 2FU

Developing Personal Resilience

Life can be testing. We all face challenges and setbacks at times, and how we bounce back is down to our own personal resilience. Continual change, increasing demands and the pace of work means that we must not only build new and different capabilities, but actively develop our levels of personal resilience for the body and mind. This workshop, based on scientific research, will ensure that you know exactly how to do this. Resilience is not something that we have or do not have, it's something that we can develop on a daily basis.

1pm – 3pm
Lancashire Digital technology Centre, Bancroft Road
Delivered by Caroline Dakin Associates



DOUBLE BILL WORKPLACE WELLBEING

Supporting Lancashire Businesses in The Digital Age

Come and find out how UCLan can help grow and develop your business. Meet the team and learn about the Free business support programmes including leadership development; how you could take advantage of the opportunities provided by the digital age; upskilling of your workforce and embedding new solutions. Take advantage of free knowledge and expertise (suitable for SMEs within the advanced manufacturing, engineering, creative and digital sectors)

Sessions on Tuesday 15th and Thursday 17th May
Delivered by University of Central Lancashire (UCLan) – Transmission, and Lancashire Forum Creative teams
Drop In anytime between 9am-5pm, Burnley
UCLan Campus Board Room

WEDNESDAY 16th May

Improve the Health and Wellbeing in Your Workplace

Keeping employees healthy and happy is more important than ever, as a method of boosting productivity. It makes it easier to recruit and retain your team, and shows you as an all-round-good-egg-of-a business! The Physiofusion Family guide you through ways to create a health and wellbeing culture in your business, and allow you to build a plan to implement in your own workplace.

Delivered by Physiofusion
Time 9:30am – 10:30pm
Northbridge House, Elm Street BB10 1PD

What To Do When It's Going Wrong: Sickness Absence

When an employee is off sick, it can be stressful for both the employee, the employer and the rest of the team that are picking up the workload. The Physiofusion Family talk you through ways to manage sickness absence for both short and long-term absences, giving you tools to get better outcomes for everyone. Session to be followed by a 30minute confidential drop-in clinic.

PLUS: 12pm – 12.30pm Confidential drop-in clinic

Delivered by Physiofusion
Time 11am – 12pm
Northbridge House, Elm Street BB10 1PD

Supporting Community & engaging Employees

Find out how your workforce can support good causes through Payroll Giving (also referred to as 'workplace giving'). Payroll Giving provides your staff with a flexible means to make tax effective charitable donations, meaning that your employees can easily and regularly make a difference to good causes. with reduced impact on their income. Plus: Take a tour of Burnley FC's new Community Kitchen; a teaching kitchen, community café and food bank set up to deliver positive change for those who need it most in the town; using food as the catalyst.

Delivered by Burnley FC in the Community with PM+M Accountants
12pm–1pm
Burnley FC Community Kitchen, 83 The Balcony, Market Square, BB11 1AE

Meet with a Boost Business Advisor

Do you want to grow your business but aren't sure where to turn? Our free, impartial and professional advice can save your business time and ensure the support offered is relevant and valuable to your business.

Come and see them at a morning drop-in 9:30am – 12:30pm
At: Lancashire Digital Technology Centre
Business First Centre, Liverpool Road, BB12 6HH
By appointment
Booking: 0800 488 0057 info@boostbusinesslancashire.co.uk

e-Commerce: From Baby Steps to Enterprise Solutions

So, you've been running an e-commerce store for a couple of years. Results prove it works - but what are your next steps to elevate the business from a small operation to a large enterprise? Leon Calverley from Door4 explores a multitude of options and opportunities, from multilingual content, enriched product data and CRM integration, to automated communications, ERP and SEO for e-commerce businesses.

Delivered by Door4
1pm – 2:30pm
Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way

Social Media in the Retail World

Social Media is here to stay but will change over time, as everything should, and that includes the way you do business too. In this workshop, Richard Singleton of whY-us? Marketing will demonstrate the benefits (and what to avoid) of Social Media for retailers in the market place, in a cost effective way. We'll look at taking your social and business community environment online to create a buzz and how you can continue selling when the shop shutters are down.

Delivered by Richard Singleton of whY-us? Marketing
16.00 – 17:30
Burnley Market Hall

THURSDAY 17th May

How to Use Your Customer Data to Grow Your Business

Learn how your business can use your customer and prospect data to make better marketing decisions that increase ROI and boost business growth. From data collection and lead nurturing, to conversion funnels and closing more business, you will see how successful businesses are putting the power of their data at their fingertips and making every marketing message count.

Delivered by Wired Plus
9am-10am
Wired Plus, Unit 2 Kestrel Court, Network 65, BB11 5NA

Magic Meetings – Changing the Way You Do Meetings

This interactive morning's workshop will change the way you do meetings, making them more efficient, productive and, dare we say it, enjoyable. Find out the true cost of meetings, what makes your staff and colleagues tick, and how to run and chair meetings effectively - including dealing with negativity and ramblers. Save your company money and time, while increasing staff happiness and buy-in.

Delivered by Rachel Kay of lovelocaltraining
9:30am – 12:45pm
Business First Centre, Liverpool Road, BB12 6HH

Starting a Business in Burnley Market

Ever dreamed of starting your own business but find the idea quite daunting? We can help you get access to start-up grants, Incentive rents and free business advice to take some of the stress out of those first 12 months. Some friendly advice about businesses opportunities within the Market Hall will be available.

Delivered by Burnley Market
Just Drop in and ask for Marie or Andy
11am-1pm
Burnley Market Hall