

	Workshop Details	Date & Time	Location
<b>Facebook Advertising</b>	<p>A ½ day, hands on demonstration on how Facebook Advertising can be used to cost effectively target new customers and grow your business. The half day workshop will cover the following:</p> <ul style="list-style-type: none"> <li>• How to use Facebook Adverts Manager</li> <li>• How to set campaign objectives that will improve your business's performance</li> <li>• How to define your perfect target audience based on geography, interests, demographics and purchase behaviour</li> <li>• How to set optimum budgets to achieve your objectives</li> <li>• How to develop creatives needed for your advert and analysing the results</li> </ul>	<p>Tues 7 February 2017 9.30am – 12.30pm</p>	<p>Newry/Downpatrick area TBC</p>
<b>Mobile Movie Making for Social Media</b>	<p>Success on social media is becoming increasingly dependent on the use of videos. This workshop will show you how you can capture, edit and publish video content from your mobile phone. The half day workshop will cover the following:</p> <ul style="list-style-type: none"> <li>• How you can use your mobile phone to capture, edit and publish your own video content</li> <li>• Basic storytelling frameworks for your business</li> <li>• Get an insight into the apps and equipment required to make your mobile movies stand out</li> <li>• Workshop will cover apps for both Android and Apple users</li> </ul>	<p>Tues 21 February 2017 9.30am – 12.30pm</p>	<p>Newry/Downpatrick area TBC</p>

<p><b>Build Your Brand Workshops for new businesses and existing businesses</b></p>	<p>Two half-day workshops to help new business starts in the area develop their own brand. An engaging brand is one of the most powerful tools you can have to win new customers and build loyalty.</p> <p>The first workshop Developing your Brand Strategy and Identity will introduce participants to the important building blocks of developing a brand, as well as cover brand positioning strategy in the marketplace and how to create a unique and relevant brand visual identity. The second workshop Brand Communications will examine a brand's tone of voice and share insight into the various communication touch points available to businesses to build the brand presence and connect with the target audience.</p>	<p><u>New Businesses</u> Wed 22 February 2017 &amp; Wed 8 March 2017 <i>(both dates to be attended)</i></p> <p><u>Existing Businesses</u> Wed 22 March 2017 &amp; Wed 12 April 2017 <i>(both dates to be attended)</i></p> <p>9.30am – 1.00pm</p>	<p>Newry/Downpatrick area TBC</p>
<p><b>Family Businesses: Planning for Succession</b></p>	<p>This interactive session focuses on the complex and emotion-laden issue of succession from one generation to the next, in terms of both management and ownership. Giving participants the opportunity to examine the issues, options and guidelines for transition. Whether you are a successor or successee your role is key to this transition, with planning never starting too early. This workshop will cover the following:</p> <ul style="list-style-type: none"> <li>• Family Business in Context</li> <li>• Management Succession versus Ownership Succession</li> <li>• The Succession Paradox – the options...</li> <li>• Planned versus unplanned – managing the risks</li> <li>• Protecting the family and the business - Emotional and Financial considerations</li> <li>• Leading the transition</li> </ul>	<p>Thur 23 February 2017 7.30pm – 10.15am</p>	<p>Newry/Downpatrick area TBC</p>
<p><b>Local Search Engine Optimisation</b></p>	<p>This workshop will help businesses to get discovered when potential local customers are using Google. The half day workshop will cover the following:</p> <ul style="list-style-type: none"> <li>• Understanding the local search landscape and how local search works</li> <li>• Creating and populating a Google My Business Account</li> <li>• How to gain relevant local links and citations</li> <li>• How to generate and respond to local reviews</li> <li>• Reviewing your Goggle My Business Account</li> </ul>	<p>Tues 7 March 2017 9.30am – 1.00pm</p>	<p>Newry/Downpatrick area TBC</p>

<p><b>Go-2-Tender – Introduction to Tendering for Micro-businesses</b></p>	<p>Go-2-Tender - Introduction to Tendering is designed to be a practical workshop, aimed specifically at small business owners that have never completed a tender before. It aims to demystify the procedures around pitching for, and ultimately winning some of the 'below threshold' (i.e. below £25k) work that Local Councils and other Government Bodies/Agencies contract out. The workshop will cover:</p> <ul style="list-style-type: none"> <li>• Advice on Proposal Writing</li> <li>• Responding to 'below threshold' work (i.e. below £25k) required by NI public bodies</li> <li>• How to simply and easily respond to a 'mini competition' by email</li> <li>• Finding tender opportunities – registering with the main sources of relevant tender opportunities for SMEs</li> <li>• Case study examples of simple success stories</li> </ul>	<p>Tues 14 March 2017 9.30am – 12.30pm</p>	<p>Newry/Downpatrick area TBC</p>
<p><b>Effective Email Marketing</b></p>	<p>This workshop will provide practical help and guidance on how email marketing can directly impact on your business's sales and commercial success. The half day workshop will cover the following:</p> <ul style="list-style-type: none"> <li>• Create and send an email campaign using Mail Chimp</li> <li>• Upload and segment a database and the law regarding email marketing</li> <li>• How to grow your database and the information required</li> <li>• Designing your email including creating images and linking back to your website</li> <li>• Analysing and optimising your email campaigns</li> </ul>	<p>Tues 21 March 2017 9.30am – 12.30pm</p>	<p>Newry/Downpatrick area TBC</p>
<p><b>Plato EBR: Cross border business Engagement Programme</b></p>	<p>A practical hands on programme linking micro / small businesses interested in expanding and learning from other larger companies who have successfully grown their company within the region</p> <p>Further info: <a href="http://www.platoebr.com/pages/index.asp?title=Network Cluster for Growth-oriented Small Businesses in Newry Mourne and Down">http://www.platoebr.com/pages/index.asp?title=Network Cluster for Growth-oriented Small Businesses in Newry Mourne and Down</a></p>	<p>Registration on-going</p>	<p>Programme activity is deliver at business premises or other locations to be agreed with participants</p>

<p><b>Go for It Programme</b></p>	<p>Are you thinking of starting your own business? The Go For It Programme, is a comprehensive package of advice, training and support for anyone thinking of starting out on their entrepreneurial journey. Business ideas will be explored, and participants on the programme will gain the support to turn their business idea into a business plan</p> <p>For further information on the Go For It programme visit: <a href="http://www.goforitni.com">www.goforitni.com</a>, telephone: 0800 027 0639 or contact your local Council on Tel: 0300 013 2233 or email: <a href="mailto:business@nmandd.org">business@nmandd.org</a></p>	<p>Registration on-going</p>	<p>Mentoring available in Newry and Downpatrick</p>
<p><b>Benefits of Digital Construction - Breakfast Briefing</b></p>	<p>A growing number of practices and firms are starting to use BIM (Building Information Modelling) in Northern Ireland, driven mainly by the government's 2016 mandate for public sector work, but also because of its great potential.</p> <p>Users include Architects, Engineers, QS Practices, Principle Contractors, Specialist Subcontractors, Manufacturers, Facilities Management Departments and other players in the Construction Industry.</p> <p>Through BIM, the UK construction industry is undergoing its very own digital revolution. BIM is a way of working and managing information in a team environment throughout the life of a building or infrastructure project.</p>	<p>Wednesday 29 March 2017</p> <p>Time / location TBC</p>	<p>Newry/Downpatrick area TBC</p>
<p><b>E-Commerce: Amazon &amp; E Bay Training Events</b></p>	<p>Stand-alone websites, the internet divisions of the big supermarkets, Amazon and eBay have all contributed to a massive growth in online sales. This half day workshop will demonstrate and support you to boost your online presence and maximise your online sales</p>	<p>Tue 28<sup>th</sup> March 2017 and Thur 30<sup>th</sup> March</p> <p>2pm – 5pm</p>	<p>Tue 28<sup>th</sup> March: Newry location</p> <p>Thur 30<sup>th</sup> March: Downpatrick location</p>