

## Business Gateway Webinars: April – May 2020

Improve your knowledge and skills by attending our fully-funded webinars.

Date & Time	Description and Booking Links
27 Apr, 10.00 – 11.00	<p><b><u><a href="#">Using COVID-19 Downtime Productively: Exploring Opportunities for UK Export in Emerging Markets</a></u></b></p> <p>This webinar focuses on developing economies and the opportunities they offer UK exporters. We look at their culture, their importing requirements, the opportunities they present for certain sectors, the risks they pose and how they can be mitigated, how they do business, and importantly how UK SMEs can prepare themselves.</p>
27 Apr, 12.00 – 13.00	<p><b><u><a href="#">Managing Your Time, Health &amp; Well-being Whilst Working From Home</a></u></b></p> <p>Top tips for those new to managing remote workers, for those working from home and time management models to help. Plus health and safety considerations for employers managing these workers.</p>
27 Apr, 14.00 – 16.00	<p><b><u><a href="#">Emotional Resilience for Personal Effectiveness and Productivity</a></u></b></p> <p>Right now, there are potentially plenty of stress triggering factors that we are all facing both in terms of our businesses and personal lives. The problem arises when stress prevents you from thinking straight, performing effectively which negatively impacts upon your personal effectiveness and productivity.</p>
28 Apr, 11.00 – 12.00	<p><b><u><a href="#">Considerations for UK Exporters Trading Through COVID-19 and Post Brexit Transition Period</a></u></b></p> <p>This webinar aims to address concerns exporters have whilst continuing to trade through the COVID-19 crisis and also to highlight the ways trading with the EU will change at the end of 2020.</p>
28 Apr, 11.00 – 13.00	<p><b><u><a href="#">Champagne Marketing on a Lemonade Budget</a></u></b></p> <p>This is an introduction to marketing and techniques to deliver campaigns on a low budget but still get high impact with your target clients. It will cover why you should use marketing, learn who is your target client, the importance of having a marketing strategy and measuring ROI.</p>
29 Apr, 10.00-11.00	<p><b><u><a href="#">Considerations for UK Importers Trading Through COVID-19 and Post Brexit Transition Period</a></u></b></p> <p>This webinar aims to address concerns importers have whilst continuing to trade through the COVID-19 crisis and also to highlight the ways trading with the EU will change at the end of 2020.</p>

Delivered in partnership with:



29 Apr, 15.00-16.00	<p><b><u><a href="#">A Guide to Planning and Conducting Redundancies</a></u></b></p> <p>This webinar will cover Employment Law guidance to managing redundancies, what are the alternatives to redundancies and the options to consider.</p>
30 Apr, 13.00 – 14.00	<p><b><u><a href="#">Emergency Response to the Financial Crisis</a></u></b></p> <p>We will explore what business owners can do to respond to the crisis in the short term. The webinar will cover typical ways businesses respond to financial stress, choosing a response strategy appropriate for your business and accessing assistance made available by the Government.</p>
4 May, 10.00 – 12.00	<p><b><u><a href="#">Can You Say What Your Strategy Is?</a></u></b></p> <p>This webinar will explore the challenge experienced by many businesses and individuals from the top down that can't articulate the strategy in a simple way that enables people to engage with it, make sense of it and execute it.</p>
5 May, 14.00 – 16.00	<p><b><u><a href="#">Managing Change in an Uncertain World</a></u></b></p> <p>Change remains a constant for business owners and managers within organisations, especially to achieve business growth. This session covers understanding the drivers for change, culture and its links with change management and strategies for dealing with responses.</p>
6 May, 12.30 – 13.30	<p><b><u><a href="#">Five Factors of Business Resilience</a></u></b></p> <p>Meryl and Leigh from the Building Business Resilience Project will talk about the five key factors of business resilience and how to strengthen your business model with some simple and yet effective systems, procedures and checks.</p>
7 May, 10.00 – 12.00	<p><b><u><a href="#">What's New in Marketing – learn the latest techniques and how to use them in these uncertain times</a></u></b></p> <p>Lindsey Newman-Wood will help you understand the current situation and adapt your marketing to the new 'normal' and utilise the latest marketing techniques, so you are in a better position to survive and thrive during COVID-19.</p>
11 May, 10.00 – 12.00	<p><b><u><a href="#">Introduction to Pricing</a></u></b></p> <p>Pricing has always been more art than science. In this webinar, we will cover key pricing concepts, ranging from maths to psychology. We will explore the difference between margin and mark-up, look at various ways to set a price and demonstrate a model to check the impact of different pricing decisions on the business model.</p>

Delivered in partnership with:



12 May, 14.00 – 16.00	<p><b><u><a href="#">The Science of Personal Change for Well-being</a></u></b></p> <p>When it comes to making serious personal changes, do you keep making excuses or procrastinating? This webinar will explore why you might stop yourself and how to start taking small actions to make positive changes.</p>
13 May, 11.00 – 12.00	<p><b><u><a href="#">Business Contingency Planning</a></u></b></p> <p>We are in the midst of an unprecedented global situation and you will already have made business decisions given what you've experienced. But what's next? This webinar will consider how to create a roadmap to help you and your business respond to events that may or may not happen in the future – that's a contingency plan.</p>
14 May, 14.00 – 15.00	<p><b><u><a href="#">Maintaining your Company Values in Times of Crisis</a></u></b></p> <p>Being true to our company values when times are hard can be challenging. The way we treat our employees in times of crisis will be our legacy for when we return to some sense of normality.</p>
15 May, 12.30 – 13.30	<p><b><u><a href="#">Lessons from Lockdown – Smarter Remote Working</a></u></b></p> <p>Meryl and Leigh from the Building Business Resilience Project will talk about how to work remotely - we also want to hear your tips and information about what has and hasn't worked for you.</p>
15 May, 09.30 – 11.30	<p><b><u><a href="#">How to Make Online Networking Work for You</a></u></b></p> <p>In the current climate the world of online networking is more important than ever, you need to get your message across quickly and in a way that makes you memorable (for all the right reasons) and encourage people to learn more about you and your business.</p>
18 May, 14.00 – 16.00	<p><b><u><a href="#">Cloud Accounting for Small Businesses</a></u></b></p> <p>With most business experiencing a slow-down or a pause, now is the perfect time to invest in business process and streamline your administration. In this webinar, we will show business owners why there is a real business need for up-to-date records.</p>
19 May, 10.00 – 12.00	<p><b><u><a href="#">Emotional Resilience for Personal Effectiveness and Productivity</a></u></b></p> <p>Right now, there are potentially plenty of stress triggering factors that we are all facing both in terms of our businesses and personal lives. The problem arises when stress prevents you from thinking straight, performing effectively which negatively impacts upon your personal effectiveness and productivity.</p>

Delivered in partnership with:



21 May, 10.00 – 12.00	<p><b><u>Courageous Conversations</u></b></p> <p>One of the biggest factors in supporting the growth of a business is the courage to have the conversations which need to be had. In the coming weeks and months, more difficult conversations will take place as more employers have to utilise the government coronavirus employee retention scheme.</p>
22 May, 12.30 – 13.30	<p><b><u>Lessons from Lockdown – Looking after Staff</u></b></p> <p>This webinar will look at keeping in touch with the staff you have furloughed. This includes how to keep them motivated and in touch with what is happening and what you can and can't ask them to do whilst on furlough.</p>
26 May, 14.00 – 16.00	<p><b><u>Branding: The Power of Purpose Throughout the Coronavirus</u></b></p> <p>Building a strong brand and understanding your purpose is more important now than ever. Your staff, customers and community need to understand who you are and what you stand for especially in times of crisis.</p>
27 May, 10.00 – 12.00	<p><b><u>Planning for the Future</u></b></p> <p>It may seem difficult to plan for the future during these stressful times. In this webinar, we will encourage business owners to focus on the silver lining and begin to think about what their business would look like when the current restrictions are lifted and the economy re-starts.</p>
03 Jun, 12.30 – 13.30	<p><b><u>Lessons from Lockdown – Cashflow &amp; Supply Chain</u></b></p> <p>Meryl and Leigh from the Building Business Resilience Project will look at how to manage your cashflow whilst keeping customers and suppliers happy. They will share tips, templates and information to help you.</p>

## Keep in touch!

Sign up for the Growth Hub newsletter at [bizgateway.org.uk/subscribe](https://bizgateway.org.uk/subscribe)  
Twitter: [@bizgateway](https://twitter.com/bizgateway), [LinkedIn](https://www.linkedin.com/company/bizgateway/) and [Facebook](https://www.facebook.com/bizgateway/): Business Gateway Growth Hub

Contact the Events Team:

Email: [BGEvents@bizgateway.org.uk](mailto:BGEvents@bizgateway.org.uk)

Ella Mistry : 07387 141589 Jay Lad : 07525 244073

Delivered in partnership with:

