

Cheshire West & Chester Council

Business Workshops that can transform your organisation

These workshops are aimed at growing businesses.

The workshops are intended to support upskilling the business owner and any staff.

The bedrock for survival of a business is its ability to get customers, develop and grow; these workshops will offer a toolkit of information, ideas and techniques to help a business survive, thrive and grow.

Our 2018 itinerary of workshops is:

GDPR (General Data Protection Regulation), are you ready? Myth busting and guide on how to be prepare your business.

27th February Northwich Memorial Court, 8-10am

12th June Mercure Chester Abbots Well Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL, 8-10am

Your Brand – your brand is more than your name, it's how you work with your clients to create and deliver value

14th March Mercure Chester Abbots Well Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL, 8-10am

20th June Northwich Memorial Court, 8-10am

Continued over

Our 2018 itinerary of workshops is:

Marketing – how do you differentiate your business and identify, how do you attract and retain your ideal clients and multiply your growth and profits?

20th March Northwich Memorial Court, 8-10am

5th July Mercure Chester Abbots Well Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL, 8-10am

Procurement – are you tender ready? Demystify the PQQ and ITT processes – how do you build/work with a consortia to win contracts?

24th April Mercure Chester Abbots Well Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL, 8-10am

10th July Northwich Memorial Court, 8-10am

Social Media – how can you use social media to promote your product/services and develop and engaged following? What tools are available to make to support you when you're using social media to make the most of your time?

25th April Northwich Memorial Court, 8-10am

September (date and Chester venue tbc)

Finance – for every business owner money is always at the forefront of your mind: from ensuring there is money coming into the business, to properly creating financial projections in a business plan or getting financing for more working capital, come along to this workshop and learn more about the support available

8th May Northwich Memorial Court, 8-10am

17th October Mercure Chester Abbots Well Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL, 8-10am

Website – how can you utilise digital technology to develop a winning website and generate a deeper understanding of your customers?

16th May Mercure Chester Abbots Well Hotel, Whitchurch Road, Christleton, Chester, CH3 5QL, 8-10am

10th October Northwich Memorial Court, 8-10am

Apprenticeship – learn more about the apprenticeship offer, the process, how to access support and how to find the appropriate provider for you

May (date and Chester venue tbc)

November (date and Northwich venue tbc)

Facebook for beginners – do you want to learn how Facebook can help promote your business and build your client base? Have you just started using Facebook for your business but unsure that you are using it effectively? Come and learn more at this workshop.

28th June Northwich Memorial Court, 8-10am

November (date and Chester venue tbc)

Facebook, next steps – if you are already using Facebook for your business but now want to grow engagement, link with other social media tools and apps and use analytic tools to better understand what content works best for your audience then come along to this workshop

11th July Northwich Memorial Court, 8-10am

November (date and Chester venue tbc)

Secure your place on one of our upcoming workshops, register now!

Contact business@cheshirewestandchester.gov.uk or call **01244 973618**