

Aberdeen City & Shire

Business Workshops

Products and services to help your business



01224 968174
bgateway.com/aberdeen





Welcome to the Aberdeen Business Gateway

This brochure outlines the seminars and workshops that are being delivered across the region during the next three months. All sessions are free of charge and designed to help you learn the essential skills to start and develop your business at a time and place to really suit you.

All workshops are friendly and interactive and allow you to meet and network with like-minded people who are developing and growing their business.

To book on any of the seminars and workshops in this brochure go to bgateway.com and check the 'Events in Scotland' section. Click on 'change location' and scroll down to the location that suits you best.

Click the event that interests you for more information and then make your booking by hitting the 'Book this Event' button. If you prefer you can call our admin team on **0845 609 6611**.

For last minute cancellations and up to the minute news please like our facebook page, <https://www.facebook.com/BGatewayCityandShire>

Or follow us on twitter [@bgateway_ACS](https://twitter.com/bgateway_ACS)

You can also email us on askaberdeen@bgateway.com

We look forward to welcoming you at one of the events in the near future.

Start Up Business Workshops

Start Up Awareness

If you are thinking about starting up your own business you will benefit from attending this awareness raising session.

Wed 01 Jul 2015 09.30-12.30 Inverurie

Fri 03 Jul 2015 09.30-12.30 Aberdeen

Wed 15 Jul 2015 18.30-21.30 Aberdeen

Thu 16 Jul 2015 09.30-12.30 Peterhead

Tue 21 Jul 2015 09.30-12.30 Inverurie

Sat 25 Jul 2015 09.30-12.30 Aberdeen

Thu 06 Aug 2015 09.30-12.30 Aberdeen

Fri 07 Aug 2015 09.30-12.30 Inverurie

Sat 15 Aug 2015 09.30-12.30 Aberdeen

Wed 19 Aug 2015 09.30-12.30 Peterhead

Tue 25 Aug 2015 18.30-21.30 Aberdeen

Wed 26 Aug 2015 09.30-12.30 Inverurie

Fri 04 Sep 2015 09.30-12.30 Aberdeen

Fri 11 Sep 2015 09.30-12.30 Inverurie

Tue 15 Sep 2015 09.30 -12.30 Peterhead

Wed 16 Sep 2015 09.30-12.30 Aberdeen

Sat 26 Sep 2015 09.30-12.30 Aberdeen

Tue 29 Sep 2015 09.30-12.30 Inverurie

Wed 30 Sep 2015 09.30-12.30 Aberdeen

Business Planning

It is essential to have a realistic, working business plan when you're starting up a business. This workshop shows you how to create a robust business plan.

Thu 02 Jul 2015 09.30-12.30 Aberdeen

Wed 08 Jul 2015 09.30-12.30 Inverurie

Thu 16 Jul 2015 13.30-16.30 Peterhead

Sat 18 Jul 2015 09.30-12.30 Aberdeen

Tue 28 Jul 2015 09.30-12.30 Aberdeen

Tue 04 Aug 2015 18.30-21.30 Aberdeen

Tue 18 Aug 2015 09.30-12.30 Inverurie

Wed 19 Aug 2015 13.30-16.30 Peterhead

Fri 21 Aug 2015 09.30-12.30 Aberdeen

Wed 02 Sep 2015 09.30-12.30 Aberdeen

Wed 09 Sep 2015 09.30-12.30 Inverurie

Tue 15 Sep 2015 13.30- 16.30 Peterhead

Sat 19 Sep 2015 09.30-12.30 Aberdeen

Start Up Business Workshops

Marketing

Getting the marketing right for your business is crucial to its success. This workshop will help you to understand your competitors, identify your customers and understand the things you need to consider for effective marketing.

Wed 01 Jul 2015 09.30-12.30 Aberdeen

Thu 16 Jul 2015 09.30-12.30 Aberdeen

Wed 22 Jul 2015 09.30-12.30 Inverurie

Tue 04 Aug 2015 09.30-12.30 Aberdeen

Thu 13 Aug 2015 09.30-12.30 Inverurie

Sat 22 Aug 2015 09.30-12.30 Aberdeen

Tue 08 Sep 2015 18.30-21.30 Aberdeen

Thu 17 Sep 2015 09.30-12.30 Inverurie

Wed 23 Sep 2015 09.30-12.30 Aberdeen

Finance

Good financial management is essential for running a successful business. This workshop will help you to manage a profit and loss account, produce a cash flow statement, and understand the meaning of working capital.

Wed 08 Jul 2015 09.30-12.30 Aberdeen

Fri 10 Jul 2015 09.30-12.30 Inverurie

Tue 21 Jul 2015 09.30-12.30 Aberdeen

Wed 05 Aug 2015 18.30-21.30 Aberdeen

Wed 12 Aug 2015 09.30-12.30 Inverurie

Thu 20 Aug 2015 09.30-12.30 Aberdeen

Sat 05 Sep 2015 09.30-12.30 Aberdeen

Tue 15 Sep 2015 13.30-16.30 Inverurie

Tue 22 Sep 2015 09.20-12.30 Aberdeen

ICT

Effective IT and E-business adoption can significantly help companies operate more effectively and take advantage of new opportunities that may otherwise not exist.

Thu 09 Jul 2015 09.30-12.30 Inverurie

Tue 11 Aug 2015 13.30-16.30 Aberdeen

Thu 10 Sep 2015 09.30-12.30 Peterhead

HMRC WEBINARS

Getting Started as an Employer

This webinar is aimed at new employers and those considering starting their first employee. Topics covered include registering with HMRC, taking on your first employee, Payroll, Paying HMRC and other employer responsibilities.

Tue 15 Sep 2015 10.15-11.30 Aberdeen

What is VAT - An introduction

This webinar is aimed at VAT-registered businesses or those that are about to register. It explains what VAT is and how it works, when you need or can choose to register and what you must do once you're registered.

Mon 10 Aug 2015 10.15- 11.30 Aberdeen

Growing Business Workshops

Advertising & Promotion

This course will give you the knowledge and skills you need to produce an advertising plan for your business.

Tue 14 Jul 2015 18.30-21.30 Aberdeen

Book keeping

This workshop aims to equip you with an understanding of book keeping principles and demonstrates why keeping a financial record is so important to the success of your business.

Mon 06 Jul 2015 09.30-12.30 Peterhead

Thu 16 Jul 2015 09.30-12.30 Aberdeen

Wed 05 Aug 2015 09.30-12.30 Inverurie

Thu 06 Aug 2015 09.30-12.30 Aberdeen

Wed 26 Aug 2015 09.30-12.30 Aberdeen

Thu 10 Sep 2015 09.30-12.30 Aberdeen

Wed 16 Sep 2015 09.30-12.30 Inverurie

Tue 29 Sep 2015 18.30-21.30 Aberdeen

Financial Management

This workshop will equip delegates with the knowledge and skills to manage their finances covering topics such as financial records, effective credit management, managing cashflow and understanding financial statements.

Wed 26 Aug 2015 13.30-16.30 Aberdeen

Funding the Business

This workshop is designed to help you create an action plan to raise finance for your business.

Thu 13 Aug 2015 18.30-21.30 Aberdeen

Get Real Results from your Website

This course gives you an understanding of what makes a good website - the factors that make a website successful (or not), both human and technical, and how they influence site design and management.

Thu 20 Aug 2015 18.30-21.30 Aberdeen

Thu 24 Sep 2015 09.30-12.30 Peterhead

Improve your Search Engine Ranking

Find out how search engine optimisation techniques can help you to improve your search engine ranking, attract more visitors and improve your website's performance.

Wed 12 Aug 2015 18.30-21.30 Aberdeen

Wed 23 Sep 2015 13.30-16.30 Inverurie

Growing Business Workshops

Marketing Your Business

This workshop will help you to create a realistic marketing plan designed to improve your marketing efforts and ultimately lead to more sales.

[Thu 27 Aug 2015 18.30-21.30 Aberdeen](#)

[Wed 23 Sep 2015 18.30-21.30 Aberdeen](#)

Mastering Selling Skills

Selling is a learned skill. This selling skills and techniques seminar demonstrates how to sell with particular emphasis on 'closing the sale'. A greater understanding of the psychology of selling can result in increased sales from both current and new customers.

[Tue 28 Jul 2015 18.30-21.30 Aberdeen](#)

[Wed 26 Aug 2015 18.30-21.30 Aberdeen](#)

[Thu 24 Sep 2015 18.30-21.30 Aberdeen](#)

Negotiating Skills

This course gives you the knowledge and skills to negotiate business deals. Learn how a structured approach can make your negotiations more successful and lead to greater cost effectiveness, increased and new business.

[Thu 30 Jul 2015 18.30-21.30 Aberdeen](#)

Networking Skills

During the workshop you will create a strategy for establishing and maintaining stable business relationships, resulting in an increased business profile leading to new potential customers and suppliers.

[Tue 18 Aug 2015 18.30-21.30 Aberdeen](#)

Social Media

This workshop will equip delegates with a good understanding of social media and the potential benefits for their business.

[Tue 01 Sep 2015 18.30-21.30 Aberdeen](#)

Time Management

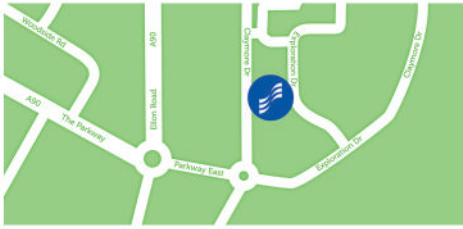
This course gives you the knowledge and skills to manage your time effectively. During the workshop you will create a structured plan to make more effective and efficient use of your time.

[Thu 17 Sep 2015 18.30-21.30 Aberdeen](#)

Trading Online

Delivered by a TOP RATED SELLER (official Ebay rating), this practical and creative course teaches you how to easily grow and develop a successful route to potentially millions of customers online.

[Wed 19 Aug 2015 18.30-21.30 Aberdeen](#)



Business Gateway

Aberdeen

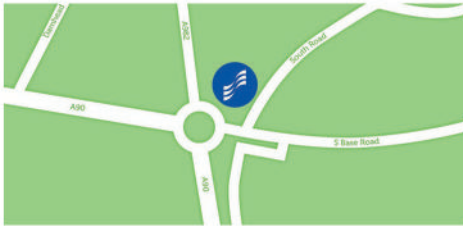
The Hub, First Floor
Exploration Drive
Bridge Of Don
Aberdeen
AB23 8GX



Business Gateway

Inverurie

Crichtiebank Business Centre
Mill Road
Port Elphinstone
Inverurie
AB51 5NQ



Business Gateway

Peterhead

Burnside Business Centre
Burnside Road
Peterhead
AB42 3AW



Business Gateway offers a wealth of free resources to help you start your business.

- Business advice
- Workshops
- Adviser support
- Networking
- Routes to funding

Aberdeen- The Hub, First Floor, Exploration Drive, Bridge of Don, AB23 8GX.

Inverurie- Crichtiebank Business Centre, Mill Road, Inverurie, AB51 5NQ.

Peterhead- Burnside Business Centre, Burnside Road, Peterhead, AB243AW.

Need more information?

Contact your Business Adviser or call us on 01224 968174

Contact us on: bgateway.com/askaberdeen

Visit: www.bgateway.com/aberdeen

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