

Thursday continued...

Design Principles

Delivered by Door4

In this fascinating talk hear Leon Calverley of Door4 Creative discuss fundamental principles that all businesses should consider when designing services for their audience. Based on government approved design principles this talk will enhance your communications, websites and services to better serve all of your users. Essential for anyone who works in or manages software, communications, UX and web design roles.

2pm – 3pm

Door4, Burnley Wharf, Manchester Road, BB11 1JG
Booking: rgifford@burnley.gov.uk 01282 477213

Focus on Social Media

Delivered by +24 Marketing

Now more than ever, you need to focus your social media marketing strategy to rise above the noise. In this session, social media expert, Social Sam from +24 Marketing, will guide you through an effective social media strategy to get results for your business. Practically every business has an online presence but most have no strategy. Stop wasting time on social media and start getting results.

6:30pm – 8:30pm

Venue: Praire Sports Village, Windermere Avenue BB10 2FU
Booking: <https://goo.gl/CpLNec>

Friday 13th October

Meet with a Boost Senior Business Advisor

Do you want to grow your business but aren't sure where to turn? Arrange for an advisor to come and meet you at your premises to carry out a Boost Business Support Review; an impartial service delivered by experienced business advisors. We help ambitious businesses to succeed by providing advice and matching them to relevant funded support programmes including mentoring, business masterclasses, product development, leadership development, skills training and accessing finance. Businesses must be trading and B2B to qualify. This service is available throughout all of Business Week.

By appointment

Booking: 0800 488 0057 info@boostbusinesslancashire.co.uk

The 7 reasons why Digital, Web & IT projects fail. How to avoid the pitfalls and plan for success.

Delivered by Andrew Dewhurst of Affilius Group

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.

9am – 10:30am

Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way
Booking: rgifford@burnley.gov.uk 01282 477213

Strategies to Engage People and to Deliver Results

Delivered by Scancapture

Evidence shows that Lancashire is behind the UK when it comes to Employee Engagement resulting in a reduction in productivity. Half a million workers in Lancashire are not fulfilled by their work, and only a third say they feel engaged in their role. In this session Steve Smith 'The Engagement Ninja' and Andrew Henderson will discuss the correlation between employee engagement and organisational performance whilst sharing real-life practical tips and tools. This session is essential for all business leaders wanting to discover how to make their business a great place to work, to increase customer satisfaction, raise productivity and improve revenue and profitability.

11am-12:30pm

Burnley Football Club, main entrance, Bob Lord Stand, Harry Potts Way
Booking: rgifford@burnley.gov.uk 01282 477213

Business Drinks

Get social with Business Week. Join us at the Palazzo to relax and unwind. Network with other businesses and enjoy some social time. See you there!

From 4:15pm

Just turn up
Palazzo Italian Restaurant and Bar, Grimshaw Street, Burnley, BB11 2AS

Burnley Business Week

9-13th October 2017

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

Main event supported by:



© Burnley Council 2017. Job_13892_creative-council.net

In association with:



Organised by:



Monday 9th October

Business Basics

Delivered by Enterprise Lancashire

If you are considering working for yourself this one and a half hour workshop is designed to give you an outline of what's involved, what you need to know and what to do next. This informal and upbeat session is for anyone thinking of starting a business. This session will help you to set out a realistic path when planning your business. A great starting point covering the "ins and outs" of running a business including do you have the skills required, the considerations of working for yourself, how to find out if your idea is feasible and what other support is available.

10am – 11am

Business First Business Centre, Empire Way, BB12 6HH

Booking: marie.s@enterpriselancashire.co.uk 01282 398037

Connect with Central & Eastern Europe

Delivered by East Lancashire Chamber of Commerce

Meet with Adrian Vicol, CEN Regional Export Project Manager based in Romania, responsible for helping British companies to export to this region. Markets include: Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, Slovenia. These funded events are regularly over-subscribed therefore please register your interest as soon as possible. This exclusive opportunity has been funded by the ERDF Enhancing SME's International Trade Performance project.

12pm – 6pm - 30 minute confidential appointments

Business First Business Centre, Empire Way, BB12 6HH

Booking: rgifford@burnley.gov.uk 01282 477213

Sell – Don't Tell. Advertising and the Power of Persuasive Writing.

Delivered by Peter McLean of 2BR Radio

How do you persuade someone to do something? Do you ever find your head bursting with brilliant ideas and opinions, but then struggle to get them down on paper? So does Peter. He's been a radio producer and copywriter for 15 years and is no stranger to the challenge of changing people's minds.

In this workshop, Peter will teach you his powers of persuasion, give you tips to beat writer's block and leave you with the ability to write compelling copy quickly.

10.30am to 12pm

Burnley Library as part of Burnley Literary Festival

Burnley Central Library, Grimshaw Street, BB11 2BD

Booking: ticketsource.co.uk/burnleyliteraryfestival

Tell your story to a journalist... without sending them to sleep

Delivered by Viva PR

Award-winning PR company, Viva PR, will present a masterclass for businesses on the art of storytelling. It's designed to give attendees the skills needed to bring their stories to life in a way that will grab the media's attention. Those who attend the course will find out what journalists are interested in and the best ways to grab their attention. Viva will also provide some tips on what to avoid. The masterclass will help attendees look at things differently, and identify what key elements make a compelling news story.

1pm - 3pm

North Bridge House as part of Burnley Literary Festival

Northbridge House, Elm Street, BB10 1PD

Booking: rgifford@burnley.gov.uk 01282 477213

Tuesday 10th October

Prince's Trust Enterprise Programme

Delivered by Prince's Trust.

Thinking about starting a business or self employment? This 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.

- Day 1** All about young people: Skills, Motivation, Goal setting, Money, Choices
- Day 2** Marketing and selling: Customers/competitors, Promoting your business, Sales Techniques, Pitching for new Business, Customer care
- Day 3** Business Money: Understanding tax/ national insurance, VAT, Book Keeping- income/expenditure - cash flow, Insurance, Managing your money/debt/credit checks
- Day 4** Business planning / mentoring / next steps: Why & how do I do a business plan?, Structure of business, Name of business, Where to trade from, Opportunity to practice important situations, Mentoring

Prior enrolment is necessary for this 4 day workshop.

Tuesday – Friday

10 am – 4pm

Prince's Trust, Sandygate

Booking: Henry.Hopper@princes-trust.org.uk

Product development and Manufacturing Support from UCLan

Delivered by the Advanced Manufacturing Lab, UCLan Burnley

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.

9am – 4pm

DigitME2 advanced manufacturing lab, UCLan

Campus, Burnley College, Princess Way

Booking: jsmith23@uclan.ac.uk

Corporate and Social Responsibility in the workplace

Delivered by Burnley FC in the Community

Join Burnley FC in the Community and their delivery partners to discover the importance of delivering CSR to generate better communities and better workplaces. Help make Burnley a better place for everyone by giving something back.

Agenda and guest speakers:

- Engaging your Community – Why and how! (Burnley FC in the Community)
- Employee Engagement- Benefits and Best Practice (Charlotte Hulme, Veka)
- Environment – Becoming Energy Fit and Renewables (Ged Ennis, Low Carbon Energy Company)

9am – 12:00pm

UCFB (Jimmy McIlroy Stand), Turf Moor, Burnley. BB10 4BX

Booking: rgifford@burnley.gov.uk 01282 477213

Protecting your business for your family and co directors

Delivered by KM Accountants, with Forbes Solicitors

In this one hour session, Jenny Burke, corporate law specialist at Forbes Solicitors, will help you understand how to best protect your business; focusing on the importance of your business having a well considered and comprehensive shareholders agreement in place, how to plan for a successful exit and the key stages of the more traditional means of director or family member purchase. Fara Raked of KM Financial Solutions will help you to understand Business Continuity and Succession Planning and Tax Planning solutions

9am – 11am

KM Accountants, Burnley Wharf, Manchester Road, BB11 1JG

Booking: rgifford@burnley.gov.uk 01282 477213

Tap into your Talent

Delivered by University of Central Lancashire

UCLan's new Degree Apprenticeships are a great way for SME's to invest in their staff, with funding available for 90% of the training costs. This event is to help business leaders demystify Degree Apprenticeships, with local employer Mark Crabtree from AMS Neve talking about the benefits for growing the business and recruiting and retaining staff. Employees can also find out how they can continue working and achieve a degree - "Learn while you earn"

11:30am – 1:30pm Lunch provided.

AMS Neve, AMS Technology Park, Billington Road, Burnley BB11 5UB

Booking: rgifford@burnley.gov.uk 01282 477213

Network with Confidence workshop

Delivered by Rachel Kay, LoveLocalTraining

An interactive workshop to help businesses to improve your networking skills. Participants will learn how to: Decide which types of networking event will suit your business; Prepare for upcoming events; Craft the perfect sixty second pitch; Boost your confidence with simple strategies; Listen, and find out why it's the most important communication skill; Exit conversations easily and move on to the next; Follow up – did you know that 90% of networkers don't do this!; Improve and develop relationships through understanding what makes people 'tick'.

9:30am – 12:30pm

Business First Business Centre, Empire Way, BB12 6HH

Booking: rgifford@burnley.gov.uk 01282 477213

Wednesday 11th October

Cyber Security and Practical steps in regards to GDPR compliance

Delivered by HM Network with LCWS Ltd

The upcoming GDPR regulations are set to cause the biggest shake up of UK privacy regulations in nearly 20 years with government set to take a hard line on breaches of insecure data. It is important that your company and customer data is both digitally and physically secure. Learn how to protect the security of your data so that you don't get caught out by the new regulation. This pragmatic and practical session will offer advice, hands on experience and real world examples of how HM Network are dealing with their own readiness programme, including data protection, data privacy and cyber awareness. LCWS will also be providing the opportunity to try one of their portable hard drive destruction units. So, if you have any hard drives that need to be securely destroyed bring them along and try if for yourself.

10am- 12:30pm

Rapid IT/LCWS Ltd, Wyre Street, Padiham BB12 8DF

Booking: rgifford@burnley.gov.uk 01282 477213

R&D Tax Credits: Save your business money

Delivered by Pierce Accountants supported by Profitoptimiser

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.

9:15am – 10:30am

Business First Business Centre, Empire Way, BB12 6HH

Booking: rgifford@burnley.gov.uk 01282 477213

Increasing profits with email marketing

Delivered by Wired Marketing

Email marketing still generates a higher return on investment than other digital channels. If you're looking to improve your email campaigns, or see how to use email as part of your marketing strategy? Come along to learn the latest industry techniques that will increase your business profits and customer loyalty.

9am-10am

Wired Marketing, Unit 2 Kestrel Court, Network 65, BB11 5NA

Booking: rgifford@burnley.gov.uk 01282 477213

Starting a Business in Burnley Market

Delivered by 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.

11am to 1pm

Burnley Market, Customer Rest Area

Just Drop in and ask for Marie or Andy

Thursday 12th October

Practical tips on implementing GDPR

Delivered by Forbes Solicitors

Everyone knows the General Data Protection Regulation is coming and it is going to survive Brexit: but what does it mean? This practical session, aimed at businesses of all sizes will explore the impact of GDPR from recruitment to marketing and give practical tips for steps you can take now to get ready for the changes in May 2018. Speakers will include our specialist data protection team giving you an in-depth look at the impact of GDPR on your organisation.

9am-11am including light breakfast

Bob Lord Stand - Burnley FC, Turf Moor

Booking: <https://goo.gl/2REUqZ>

Cloud Accounting

Delivered by PM+M Accountants

Developments in technology are changing the world around us every day – and cloud accounting is the big change for small businesses. Cloud accounting provides a host of time-saving tools that will help you grow your business. At this session at Burnley Business Week we will be looking at : What is cloud accounting? How can it be used in my business? Why would I want to use it in my business? Join the PM+M cloud specialist team to learn how to get ahead in business.

9am to 10:30am

Business First Business Centre, Empire Way, BB12 6HH

Booking: rgifford@burnley.gov.uk 01282 477213