



Issue 7 APR 2005

## GATEWAY EVENTS

### FREE ADUR WEBSITE IMPROVEMENT CLINIC

**Wed 27<sup>th</sup> April 2005, 0930 Start, Tarmount Lane, Shoreham-by-Sea**

Book an hour long session with Lauren Fantham to review your website. The session will focus on the following areas:

- Brief critical review of existing website
- Words, Words Words - how to get your site noticed
- Usability - an easy journey through the site
- Accessibility - open to all
- Design issues - making your site sticky
- Technical aspects and legal requirements
- Online marketing
- Suggested resources for more information

Lauren has worked in IT for more years than she cares to remember, as programmer, software and network specialist and more recently as website consultant.

[Click Here](#) for more information

To book please email [Jaymini.Rathod@sussexenterprise.co.uk](mailto:Jaymini.Rathod@sussexenterprise.co.uk)

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### FREE Adur Gateway Networking Event

**Wed 27<sup>th</sup> April 2005, 19:30 Start, Amsterdam Pub, Shoreham-by-Sea**

#### Marketing on a Tight Budget

A short talk by speaker Sue Stockell, accompanied by wine and finger buffet. You will also have a chance to network with other members of the Gateway.

Marketing... sounds professional, sounds like big business and sounds expensive!

Tight Budget... sounds more like it!

Marketing is professional but it isn't an activity reserved for big business. Marketing can be expensive but that doesn't necessarily make it effective.

This Networking evening will help you to understand what marketing really means to the small business and how to make sure you can be effective without it costing the earth.

To book a place email [Jaymini.Rathod@sussexenterprise.co.uk](mailto:Jaymini.Rathod@sussexenterprise.co.uk) and feel free to bring along business cards and any promotional material.

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## EXTERNAL EVENTS

### TRAINING FOR PROFIT

#### THE SWAN GROUP

Wed 27<sup>th</sup> April 2005, 10:00 – 15:00,  
Brighton, £15

#### POSITIVE COMEDY

Wed 18<sup>th</sup> May 2005, 09:30 – 16:30,  
Brighton, £60

### Enterprising Women Expo

Speaker sessions and exhibition, in the Ambassador and Sandringham rooms, at the Brighton Hilton Metropole Hotel. Cost to attend all 4 speaker sessions/workshops is £15 only and includes goody bag and special offers on the day. Entry to the exhibition is **FREE!**

[Click Here](#) for details on how to book and for more information.

### Training for Trainers with Comedy Improvisation

Local Irish facilitator, Gerry Thompson is running this very popular hands-on workshop for all trainers, coached, consultants, HR people and anyone involved in teaching or running groups. The principles of improvisation, humour and fun can vitalise everyone's training and learning methods.

To book please email [Gerry Thompson](#) or call him on **01273 463611**

## **learndirect**

Through our network of local centre, Sussex Enterprise offers a wide range of **learndirect** courses that are relevant to businesses of all sizes and to people who are planning to start up a new business.

You can use the computers at the centre where you enrol or anywhere else that you have access to the Internet. Wherever you learn, there will be support available to you (via phone or email, if you are not learning at a centre).

Just a few examples of the courses available, which are competitively priced (many are part subsidised):

- **Make or Break** – based on case studies of real businesses. Two versions of this course, one for people planning a new business and the other for those planning to grow their existing business.
- **Introduction to Book-keeping & SageLine 50**
- **Cash is King** – how to manage cash flow
- **Consumer Law**

There are many other courses covering all aspects of business management, IT skills, and more. If you need to brush up your number skills (e.g. for writing business letters, etc) we can help with this too. We even offer a **FREE** "diagnostic" assessment of these skills to help you decide which areas need improving.

For more information, including the location of our learning centre, please [Click Here](#) or phone **0845 67 888 67** and ask about **learndirect**.

### THE ENTERPRISE CENTRE

[Business Owners Standards for Success \(BOSS\) £150](#)

The face of training for Pre-Start and new Businesses

### THE ENTERPRISE CENTRE

#### WORKSHOPS

All events will be held in **Worthing**

[Business Start-Up](#)  
**26<sup>th</sup> – 27<sup>th</sup> Apr 05**

<p>The <b>BOSS</b> programme is run in Crawley.</p> <p>For dates of the next programme telephone <b>Tony Lank</b> on <b>0845 230 1054</b>.</p>	<p>This workshop is designed to provide the principles of successful marketing in a practical, easy to follow way. £25.</p> <p>Click on seminar/workshop headings for more information and details on how to book.</p>
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## THE ENTERPRISE AGENCY – BRIGHTON, HOVE & LEWES

### Three Step Business Start-Up Programme

#### STEP 1

##### Starting a Business 1½ hour Introduction – FREE!

Covering the points you need to start thinking about followed by a question and answer session. The workshop is designed for people with little or no knowledge of the subject.

#### STEP 2

##### Building Strong Foundations for your Business – 1 day Workshop - £30

- This interactive workshop will ensure that you lay down strong foundations to establish and grow your own business. Bunty Dann, Marketing specialist and start-up counselor, will ensure that you are armed with a comprehensive knowledge and understanding of what this entails and what your next steps need to be. The price includes the following:
  - **FREE** No-Nonsense Guide to Government Rules & Regulations
  - **FREE** Workbook with interactive exercises

Attend and receive **£20 OFF The Metro Course!**

#### STEP 3

##### Metro Comprehensive Business Start-up Training Course – NVO £120

Over 35hrs of training and planning advice completed over 13 weeks.

This course is designed to help you organize and write your business plan.

- Aiming to ensure each candidate is provided with the techniques needed to create a successful business plan.
- ½ day workshop days are spaced throughout the programme giving you an opportunity for questions and answers. These will help you complete the NVO and your business plan.
- You are also entitled to distance learning either by email or telephone.

To book please call **The Enterprise Agency** on **01273 666 800**

## INNOVATION IN YOUR CREATIVE BUSINESS

**Thurs 12<sup>th</sup> May 2005, 09:30 – 17:00, CENTRIM, Brighton, £20**

### A Challenging & Creative One-Day Workshop

This workshop will help your business to begin to take the next step of Innovation. Innovation of product, service or business systems. Combining the hands-on research expertise of CENTRIM (The Centre for Research in Innovation Management) with the Innovative, challenging and practical approach of CATS3000, Paul Levy will help you identify where you need to improve and enhance products and services, and where a radical rethink might be needed.

[Click Here](#) for more information and details on how to book.

## MEETING NEW CUSTOMERS

### BUSINESS WOMEN IN SUSSEX

**Tues 17<sup>th</sup> May 2005, 09:30 – 11:30, Brighton**

#### 'Passion In Business'

'Passion In Business' is an event fully funded by Sussex Enterprise with all money raised to be donated to Breast Cancer Care. Louisa Nunn 'Purveyor of Passion' is a Brighton based motivational speaker, who shows people how to enter their 'Passion Zone' and achieve what they want in Business.

[Click Here](#) for more information and details on how to book.

<p><b><u>BRIGHTON ALTERNATIVES COMMUNITY</u></b> <b>Tues 19<sup>th</sup> May 2005, 18:30, Brighton University, £7.50</b></p> <p><a href="#">Community Incorporate</a></p> <p>Community Incorporate Brighton University with <b>Julie Stanford</b> – <i>The Essential Business Guide to Business</i>, <b>Geraldine Lord</b> – <i>Marketing with Integrity</i> and other inspirational speakers tbc.</p> <p>For more information please call <b>01273 207027</b>.</p>	<p><b><u>TENGO</u></b> <b>Thurs 21<sup>st</sup> April 2005, 19:30 Start, Worthing, £15</b></p> <p><b>TENGO</b> are extending an invitation to you to attend the next “<b>TENGO</b>” networking evening, organized by <b>Network for Business</b>. <b>Mr David Mellor of Strategic Planning Solutions</b> will be giving a 30-minute presentation on the subject of <b><u>'Your Business Plan'</u></b></p> <p><a href="#">Click Here</a> for more information and details on how to book.</p>
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### **THE ENTERPRISE AGENCY – BRIGHTON, HOVE & LEWES**

#### **The Agency Networking Evening**

**Thurs 28<sup>th</sup> April 2005, 18:00 – 20:00, Belgrave Hotel, Brighton, £5**

Everyone welcome – bring colleagues and friends for an excellent opportunity to meet new contacts and potential customers. Arrive at 18:30 and receive a complimentary glass of wine or soft drink. There will then be a short presentation, followed by an icebreaker. Please bring along business cards – not only to take part in our business card prize draw – but also to promote your business. If you don't have a business card, bring along some promotional literature along instead and show case it on our table.

Please contact the Agency in order to complete a short telephone registration. Alternatively, email the Agency [sarah@bnbbusiness.co.uk](mailto:sarah@bnbbusiness.co.uk) or [rachel@bnbbusiness.co.uk](mailto:rachel@bnbbusiness.co.uk) and we will telephone you. Please note, pre-registration by telephone is essential to ensure your place.

### **REDUCING COSTS FOR YOUR BUSINESS**

#### **CONNECTING WEST SUSSEX**

**Are you eligible for a £100 Award?**

Your business could get a £100 Award simply by telling us of the help/information gained from the Connecting West Sussex website or from a one-to-one meeting with a Broadband Business Advisor. Qualifying applicants then be sent a £100 cheque to help towards connection to a Broadband service with a minimum nominal speed 512kbps.

[Click Here](#) for more information and see if you are eligible.

**THE ENTERPRISE AGENCY – BRIGHTON,  
HOVE & LEWES**

**1-2-1 Advice for Trading Companies**

From £10 per hour up to 4 hours (subject to status).  
Pose your questions to a sector specialist for a focused session at a convenient time and price.

To book please call **The Enterprise Agency**  
on **01273 666 800**

**j4b**

- Now includes all government grants and other public funding for voluntary and community groups as well as businesses of all sizes.
- New searchable database of organisations that provide help and advice, or other services such as training, funded by the Government.

Have or starting a business in another European country then make a note of **Grant Guide**

**STAYING LEGAL**

**INFOTRACE SERVICE**

**Business Information & Infotrace Service**

**Book list for Small Businesses**

(leaflet available in libraries)

Click on titles to find out more.

**Checking Numbers on TPS  
(Telephone Preference Service)**

The **TPS / FPS** regulations mean you cannot make an unsolicited phone call to just anyone you wish in the UK, nor can you send promotional faxes out to everyone with a fax number. People and companies not wishing to receive unsolicited calls can register with the Telephone can Fax Preference Services (TPS / FPS). If you subsequently call then, you risk a **£5000 fine**. You can check your numbers for **FREE!**

[Click Here](#) to find out more.

Please visit [www.adurgateway.co.uk](http://www.adurgateway.co.uk) for more information on these events and many more. If you would like to talk to someone about your business please contact Christine Eccleston, Gateway Director on 01273 464867 or [Christine.Eccleston@sussexenterprise.co.uk](mailto:Christine.Eccleston@sussexenterprise.co.uk)

*"Here to help you turn your ideas into a business!"*