

Creative Springboard Thinking Digitally November 2017



Creative Springboard Programme - November 2017		
Activity	Date, Time & Venue	Delivered by:
Day 1: Confidence & Mindset Boosting your confidence in running a business, learning mindset & techniques, dealing with the good & bad days, importance of looking after yourself and investing in yourself	15th November 2017 9.30am to 3.00pm @ EPISODE HOTEL, 64 UPPER HOLLY WALK, LEAMINGTON, CV32 4JL	IEP Programme Facilitators
Day 2: Planning Your Business Planning your business to start or for growth, setting realistic goals and objectives, understanding your market thoroughly, horizon setting, vision & mission	16th November 2017 9.30am to 3.00pm @ EPISODE HOTEL, 64 UPPER HOLLY WALK, LEAMINGTON, CV32 4JL	IEP Programme Facilitators
Day 3: Marketing Marketing – traditional vs non-traditional, building marketing strategies, what will work best for your business & market, planning & budgeting for your marketing activities, monitoring and evaluation, building a community	22nd November 2017 9.30am to 3.00pm @ EPISODE HOTEL, 64 UPPER HOLLY WALK, LEAMINGTON, CV32 4JL	IEP Programme Facilitators
Day 4: Branding & Digital Marketing What does branding mean, how does it affect your business, building effective brand strategies to give you the edge, understanding emerging technologies, digital marketing tools, what is best for your business	23rd November 2017 8.30am to 4.00pm @ EPISODE HOTEL, 64 UPPER HOLLY WALK, LEAMINGTON, CV32 4JL	Coventry University Enterprises Business Solutions
Day 5: Social Media In-depth knowledge of social media platforms, use of correct language, building a community, what is best for your business.	29th November 2017 8.30am to 4.00pm @ EPISODE HOTEL, 64 UPPER HOLLY WALK, LEAMINGTON, CV32 4JL	Coventry University Enterprises Business Solutions
Day 6: Finance & Legal Financial planning, pricing, costing, budgeting, sales, forecasting, contracts, legal obligations, all the in's and out's of running a business.	30th November 2017 9.30am to 3.00pm @ EPISODE HOTEL, 64 UPPER HOLLY WALK, LEAMINGTON, CV32 4JL	IEP Programme Facilitators

