



## Creative Springboard Programme November 2018



<b>Creative Springboard Programme – November 2018</b>		
<b>Activity</b>	<b>Date, Time &amp; Venue</b>	<b>Delivered by:</b>
<b>Day 1: Personal Development</b> Working on you, understanding your SWOT, developing your confidence & growth mindset and how to take action...	<b>7<sup>th</sup> November 2018</b> <b>9.30am to 3.00pm</b> @ Hilton Warwick Hotel, Stratford Road, Warwick, CV34 6RE	IEP Programme Facilitators
<b>Day 2: Business Planning &amp; Marketing</b> Understanding and planning for growth, setting realistic goals and objectives in line with your vision & mission, benefits of market research, how to market your business effectively and build in strategies...	<b>8<sup>th</sup> November 2018</b> <b>9.30am to 3.00pm</b> @ Hilton Warwick Hotel, Stratford Road, Warwick, CV34 6RE	IEP Programme Facilitators
<b>Day 3: Digital Marketing&amp; Branding</b> 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	<b>14<sup>th</sup> November 2018</b> <b>8.30am to 4.00pm</b> @ Hilton Warwick Hotel, Stratford Road, Warwick, CV34 6RE	IEP Programme Facilitators
<b>Day 4: Social Media</b> In-depth knowledge of social media platforms, use of correct language, building a community, what is best for your business.	<b>15<sup>th</sup> November 2018</b> <b>8.30am to 4.00pm</b> @ Hilton Warwick Hotel, Stratford Road, Warwick, CV34 6RE	Coventry University Enterprises Business Solutions (Focus Digital)
<b>Day 5: Financial Management</b> Financial planning, pricing, costing, budgeting, sales, forecasting, contracts, legal obligations, all the ins and outs of running and managing a business.	<b>21<sup>st</sup> November 2018</b> <b>9.30am to 3.00pm</b> @ Hilton Warwick Hotel, Stratford Road, Warwick, CV34 6RE	Coventry University Enterprises Business Solutions (Focus Digital)

