

# BUSINESS INVESTMENT & TOURISM SERVICES



**European Union**  
European Regional  
Development Fund

## Free business start-up workshops in Beverley

The East Riding of Yorkshire Business Services team is offering a series of workshops covering the basics of setting up and running a successful business. Our programme of workshops is free to attend for residents of the East Riding. To book a place at a workshop please call (01482) 880460. Places are limited so please book early.

**Putting your business plan together** - The workshop covers the basics of what a business plan is what it can be used for and talks you through the constituent parts.  
**5 September 2017, 3 October 2017 and 8 November 2017.**

**Sales and marketing** - What is marketing? Which is the best way for me to market my business? and How can I do it effectively within my budget?  
**13 September 2017, 11 October 2017 and 15 November 2017.**

**Book keeping and financial forecasting** - How to register for tax as a self-employed person, how to keep my financial records and how do I put together a cash flow forecast for my business?  
**26 September 2017, 17 October 2017, and 21 November 2017.**

**Social media basics for business** - Which social media platforms are suitable for business? Which should I use? and How do I set myself up with social media?  
**22 September 2017, 27 October 2017, and 30 November 2017.**

The workshops are delivered by our accredited business advisers who all have extensive experience of running and working with small businesses.

All workshops will be run at the East Riding Small Business Centre, Annie Reed Road, Beverley, HU17 0LF and will run from 9.30am prompt.

Workshops will last approximately 2-and-a-half to 3 hours each.