

BUSINESS INVESTMENT & TOURISM SERVICES

Free Business Start Up Workshops

East Riding of Yorkshire Council's Business Services team is offering a series of workshops covering the basics of setting up and running a successful business. The workshops are available to residents and businesses of the East Riding and are FREE. Places are limited so early booking is advisable.

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| 1) Putting Your Business Plan Together covering: | • Business plan basics. | Tues 10 th Apr | Beverley |
| | • What a business plan can be used for. | Thur 12 th Apr | Bridlington |
| | • Explanation of the key parts of a business plan. | Tue 15 th May | Bridlington |
| | | Fri 18 th May | Beverley |
| 2) Sales & Marketing covering: | • What is marketing and selling? | Wed 2 nd May | Bridlington |
| | • Different marketing methods. | Fri 4 th May | Beverley |
| | • The importance of market research. | Wed 13 th Jun | Beverley |
| | | Thur 14 th Jun | Bridlington |
| | • Marketing within a budget. | | |
| 3) Social Media Basics For Business covering | • Which social media platforms are suitable for business? | Thur 19 th Apr | Beverley |
| | • Which should I use? | Thur 26 th Apr | Bridlington |
| | | Fri 25 th May | Beverley |
| | • How do I set myself up with social media? | Fri 8 th Jun | Bridlington |
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| 4) Bookkeeping And Financial Forecasting covering | • How to register for tax as a self employed person. | Tues 17 th Apr | Bridlington |
| | • How to keep financial records. | Tues 24 th Apr | Beverley |
| | | Tues 22 nd May | Bridlington |
| | • How do I put together a cash flow forecast for my business? | Tues 5 th Jun | Beverley |
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All workshops are held 9.30am-12.30pm at:

East Riding Business Centre, Annie Reed Road, Beverley, HU17 0LF Tel:01482 880460
Bridlington Business Centre, Enterprise Way, Bridlington, YO16 4SF Tel:01262 401399

To book your place please telephone your preferred location on above telephone number

