



**marketing  
and pr**



**employment**



**business and  
finance**



**procurement  
and  
tendering**



**digital**



**Argyll and Bute  
Workshops 2019-20**



*“The exercises were great, especially the elevator pitch and financing exercise. The course broke down what felt overwhelming into manageable and achievable chunks”*

Stacey Holloway, Way Outside  
Start-up workshop, Mull

*“Excellent friendly and approachable trainer with expert knowledge and experience”*

I MacLean Joinery  
Practical Basic Book-keeping workshop, Lochgilphead

*“Fascinating - invaluable information on all key social media sites. Definitely encouraged me to start the process. To date I have always been too nervous/overwhelmed to utilise it”*

Jacqueline Creighton Macaskill, Cairn Colours  
Introduction to Social Media, Helensburgh

## Business Gateway workshops

Business Gateway provide a wide range of workshops to help you and your business. Our workshops are designed to help you at different stages of your journey in self employment from planning through to implementation of the different skills and knowledge you can learn on our workshops.

There is no right or wrong way to choose what workshops you attend but we have provided a guide overleaf that may help you decide. We have split the workshops we provide into 'PLAN' or 'DO'. 'PLAN' being the workshops that provide you with the theory and steps to put in place plans to take areas forward in your business. 'DO' are the workshops that give you the tools and advice to be able to put into action the plans you have made. Most of the workshops are 3 - 3<sup>1</sup>/<sub>2</sub> hour duration.

If you have any questions about the workshops or want to discuss which may be right for you, please get in touch with the local team.

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**PLAN**

**BUSINESS & FINANCE**

INTRODUCTION  
TO BUSINESS  
PLANNING

INTRODUCTION  
TO FINANCIAL  
PLANNING

PRACTICAL  
BASIC  
BOOK-KEEPING

HOW TO  
COMPLETE A  
SELF-  
ASSESSMENT  
TAX RETURN

**HMRC  
WEBINARS FOR  
SELF EMPLOYED**

RECORD  
KEEPING

CASH BASIS  
SCHEME

CAPITAL  
ALLOWANCES

**EMPLOYMENT**

WORLDHOST  
PRINCIPLES  
OF CUSTOMER SERVICE

**HMRC WEBINARS  
FOR EMPLOYERS**

PAYROLL - ANNUAL  
REPORTING AND TASKS

GETTING PAYROLL  
INFORMATION RIGHT

GETTING STARTED  
AS AN EMPLOYER

EMPLOYERS - HOW TO  
AVOID PENALTIES

PAYE - USING BASIC  
PAYE TOOLS FOR  
THE FIRST TIME

**MARKETING  
AND PR**

INTRODUCTION  
TO MARKETING

KNOW YOUR  
CUSTOMER

PR ON A  
BUDGET

DEVELOPING  
YOUR BRAND

WRITING A  
BLOG

CREATING  
KILLER  
GRAPHICS WITH  
CANVA

WRITING  
ENGAGING  
ONLINE  
CONTENT

ONLINE  
PHOTOGRAPHY

**DO**

## DIGITAL

INTRODUCTION  
TO ONLINE  
TRADING

DIGITAL  
MARKETING  
STRATEGY

INTRODUCTION  
TO ONLINE  
MARKETPLACES

INTRODUCTION  
TO SOCIAL  
MEDIA

BUILD YOUR  
OWN BUSINESS  
WEBSITE

FACEBOOK FOR  
BUSINESS

BETTER  
BUSINESS  
WEBSITES

TWITTER &  
HOOTSUITE

WEB AND  
SOCIAL MEDIA  
ANALYTICS

LINKEDIN

EMAIL  
MARKETING

PINTEREST  
INSTAGRAM &  
PHOTOGRAPHY

PAID FOR  
ADVERTISING

PRODUCING  
ENGAGING  
ONLINE  
CONTENT

VIDEO FOR  
SOCIAL MEDIA

MAKING  
SMARTPHONE  
VIDEOS

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TO TENDERING

USING PCS AND  
OTHER PORTALS

TENDER PROCEDURES  
AND ESPD

FINDING AND UNDERSTANDING  
OPPORTUNITIES

IMPROVING YOUR BID SCORE

UNDERSTANDING COMMUNITY  
BENEFITS AND SUSTAINABILITY

SEEKING FEEDBACK AND  
IMPROVING YOUR BID

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## Introduction to Business Planning

Planning is essential for your business. This workshop covers:

- clarifying your business idea
- the business planning process
- presenting your business plan
- legal structures

## Introduction to Financial Planning

Good financial management is essential. This workshop covers:

- profit and loss account
- cashflow statement
- identifying your main types of finance

## Practical Basic Book-keeping

Book-keeping is a core business skill, and, even if someone else does it for you, you still need to understand and value the process. If you want to know the starting point for good record-keeping, this is the course for you. Those new to business and with little or no formal training in book-keeping will particularly benefit. You will learn how to:

- keep accurate financial records
- understand the key components of book-keeping
- produce a bank reconciliation

## How to Complete a Self-Assessment Tax Return

This is a practical course aimed at those individuals who are required to complete a self-assessment tax return. It will be of benefit to individuals who are self-employed, in a partnership, have rental property or those who have more complex tax affairs.

Key topics include;

- Registration, submission, deadlines and penalties
- Employment income and expenses, tax codes and fringe benefits (P11D)
- Self-employment, Partnership and UK Property Pages including maintaining accounting records, accounting periods, allowable business expenses, capital allowances, CIS, Furnished Holiday Lets, mortgage interest relief and treatment of losses
- Other Income and supplementary pages
- Tax and NI rates, allowances and reliefs
- Tax Calculation (SA302)

## Self-employed

**Record keeping for the self-employed:** How to keep records, set up a records system and how long to keep records.

**Cash basis for the self-employed:** This webinar will explain the Cash Basis scheme, available for the self-employed, which is designed to make tax simpler for sole traders and business partnerships. It's not suitable for limited liability partnerships or limited companies.

**Capital Allowances for the self-employed:** How to claim tax relief when buying or improving things, for example, vehicles or equipment that you need for your business.

## Employer

**Payroll – annual reporting and tasks:** This webinar is designed primarily for employers using Basic PAYE Tools but will still be useful for those using other payroll software. It covers end of year tasks, a P60 form, the last Full Payment Submission and preparing for the new tax year.

**Getting payroll information right:** Find out how providing accurate employee information to HMRC is important and can save time in this interactive employer webinar.

**Getting started as an employer:** Registering with HMRC, taking on your first employee, running payroll, paying HMRC.

**Employers – how to avoid in-year penalties:** This webinar has information on why penalties are charged and how to avoid in year penalties for late and non-filing.

**PAYE – using Basic PAYE Tools for the first time:** A demonstration of Basic PAYE Tools, HMRC's free payroll software for businesses with fewer than 10 employees.

To register for any HMRC webinars visit <http://bit.ly/1l6p67T>



## WorldHost™ Principles of Customer Service

**Develop the skills and knowledge necessary to deliver excellent customer service.**

This interactive programme teaches your staff the crucial customer service skills that can lead to:

- **Increased revenue**
- **Better customer communication**
- **Improved internal communication**
- **Increased staff motivation**
- **Higher quality assurance ratings**

### **Who should take this course?**

This course is ideal for any member of staff that has day-to-day interaction with customers – whether they're an assistant, supervisor, department head or director. It's also relevant to staff in non-customer-facing roles.

### **What the course covers:**

- The role of all staff in delivering outstanding customer care
- Giving positive first impressions
- Communication and listening skills to create excellent rapport with customers
- Generating revenue for your business through customer service excellence

## Introduction to Marketing

Getting the marketing right for your business is crucial to its success. This workshop covers:

- the role of marketing in your business
- identifying your target customers
- identifying the strengths and weaknesses of your competitors
- market research.

## Know your Customer

Knowing and understanding customer needs is at the centre of every successful business, whether it sells directly to individuals or other businesses. Once you have this knowledge, you can use it to persuade potential and existing customers that buying from you is in their best interests.

The more you know about your customers, the more effective your sales and marketing efforts will be. This workshop will help you identify who your customers are; what they buy; why they buy it; how much they will pay and where they will buy it from.

## PR on a Budget

This workshop is about getting your business noticed without spending money. It's about getting your business featured in newspapers and on radio and television, understanding how the media works, finding the stories in your business that journalists will want to tell and understanding how to make contact with them so that you enjoy the benefits of free publicity.

By the end of the workshop, you will understand how to plan and deliver your own PR campaigns to meet your business objectives.

## Developing your Brand

Branding is the process of researching, developing, and applying a distinctive feature or set of features to your organisation so that consumers can begin to associate your brand with your products or services. Your brand is arguably one of your business's most important assets. It gives your business an identity, makes your business memorable, encourages consumers to buy from you, supports your marketing and advertising.

The workshop will focus on: Brand identity; Brand message; Brand style; Brand management; Brand recognition; Brand trust; Developing a Strap Line; Promoting your Brand and Brand maintenance.

## Writing a Blog \*\*

In a world where content is king, writing a regular blog is one of the most useful and rewarding activities your business can get involved in. A valuable source of traffic to your website and likely to boost your presence in search engine rankings, writing articles of interest to your target audience could even become a new source of revenue itself. This workshop will show you how to get started, help you identify the most appropriate platform, inspire you with ideas for topics to blog about, you'll learn from case studies and examples and receive feedback and coaching on your own writing from an experienced business blogger.

## Creating Killer Graphics with Canva \*\*

Bring your laptop and join us for a fun, engaging, practical beginner's workshop and learn how to design simple but eye-catching graphics using Canva, the free simple online tool. Create stunning images for presentations, your website/blog, email newsletters and any social media channels. The workshop is not exclusively for online marketing, you will learn to create images for print as well – e.g. business cards, flyers, posters or invitations. At the end of the workshop, you will be able to edit pictures, design cover photos, collages and create high quality images to market your business on and offline.

## Writing Engaging Online Content \*\*

This workshop aims to transform your attitude towards writing and help you create engaging, useful material for your website, social media channels and other platforms that get results for your business. You'll learn the secrets of persuasive writing, how to make writing more accessible and concise, and common structures to help get started when you're staring at a blank screen.

Whatever business you're in, being able to explain what you do in the written form is an essential skill and with our feedback and coaching you'll get better at it. Whether you consider yourself 'good' at writing or if it's something you've always struggled with, you'll find yourself both encouraged and challenged by this interactive, engaging session.

## Online Photography

This workshop will help you get the most out of your smartphone to take quality shots for your company website, social media pages or newsletters. You don't need an expensive camera to produce sharp and engaging photos, you just need to know what you're doing with the camera you've got. You will learn the key elements professional photographers consider when creating an image, such as shot composition, focus, light, and story.

We will show you the best camera apps for giving you manual control over exposure, white balance and shutter speed, thus allowing you to change the look of the photo before you take it. You will also learn how to alter the look of your photos in post-production using editing apps to adjust colour, contrast and add graphics, making it perfect before you share it online.

**\*\* PLEASE NOTE: In order to get the most out of this workshop, attendees must bring along a laptop - we're going to be getting hands on!**

## Introduction to Online Trading

This workshop will focus on some of the basics required for trading online, and will look at the various tools, platforms and payment options available to everyone. We'll include some information of the legal requirements and discuss the impact of online ecommerce versus bricks and mortar.

Specifically you will learn how to plan for a successful ecommerce site; decide on a strategy for "how" to sell (shopping cart, payment options, etc); Understand the rules and regulations; Make it easy for your visitors to buy from you; Engage your buyers and turn them into Champions!

## Introduction to Online Marketplaces

This workshop focuses on a hugely untapped opportunity for Scottish retailers - trading on Online Marketplaces such as Amazon and Ebay.

We'll cover choosing the right Marketplace; take a look at trading on Ebay, Amazon and Etsy; Understanding Profit Margins and how Marketplace fees affect them; After Sales and Customer Service (how to stand out from the competition); Trading internationally - is it for you, and what's possible?

## Digital Marketing Strategy

Digital marketing can deliver real world business growth, and this DigitalBoost workshop will show you a practical strategy for success. This inspiring workshop will guide you through the practical steps needed to design a digital marketing strategy to meet your business objectives and create more leads.

Successful strategies have three key elements: Content Creation, Content Publication and Content Amplification©. You will learn time-efficient techniques for developing these elements so you can confidently drive more traffic to your website.

We'll help you understand digital trends and equip you to work more strategically with the big search engines (Google, Yahoo and Bing) to improve the quality of your search results.

## Introduction to Social Media for Business

Are you curious about social media and what it can do for your business? Do you think of yourself as a bit of a digital dinosaur? Then this is the workshop for you. It is designed for people who haven't used social media for their business before and would like to learn more. The workshop will cover:

- An introduction to how social media marketing can benefit your business
- Who is using social media and which platforms are they on
- Using Facebook for your business and how to set up a business page
- Using Twitter for your business and how to get started
- An overview of the business network LinkedIn
- The importance of reviews and customer interaction
- Understanding how to protect your online reputation
- The need for a mobile friendly website
- Recommendations of online tools to help build your online presence.

Throughout we will draw your attention to the benefits and pitfalls of using social media and how to harness the good and avoid the bad.

## Facebook for Business

Facebook is an increasingly effective tool for reaching target audiences and engaging with them when they are in a responsive mode. People who attend this workshop will learn how to assess whether Facebook is an appropriate medium for them, how to find and refine their audience and to target, create and optimise posts and adverts.

This DigitalBoost workshop will also cover measuring the effectiveness of pages, posts and adverts, including through the use of Facebook Insights (a powerful tool that lets you track user interaction), as well as integrating Facebook with websites. You will also gain valuable knowledge about e-commerce, security, compliance and privacy. The ultimate aim is to equip delegates with knowledge that will enable them to use this crucial element of social media to increase sales and solidify brands.

## Twitter and Hootsuite

A DigitalBoost workshop for businesses that already use Twitter as part of their digital marketing strategy, and wish to produce more engaging content, reach a wider audience and measure the effectiveness. This workshop will help you develop and hone your social media strategy in order to amplify your message. You will gain a deeper understanding of where Twitter fits into your overall plan, how it relates to other platforms, and the relative benefits of sponsored posts, as well as how to create them.

You will also go through the features of Hootsuite in order to help you manage and integrate your social media accounts. This includes learning about advanced techniques for creating and publishing content, and delegating tasks to other team members. Legal requirements and best practice frameworks will also be covered.

## LinkedIn for Business

Do you want to boost your business with LinkedIn? We will take you beyond networking by showing you how it can market your products and promote your brand. LinkedIn can be an incredibly powerful - and profitable - business tool. Like any tool, you have to learn how to use it, and this DigitalBoost workshop gives you expert guidance. You'll create a LinkedIn strategy to supercharge your business via marketing and brand promotion initiatives.

You'll learn when to use personal and company profiles and how to optimise them for maximum visibility. Content is king these days, and we'll show you how to plan and produce captivating content that enriches your brand.

## Pinterest, Instagram and Photography for Business

Find out how to use image sharing apps Pinterest and Instagram to grow your business in this DigitalBoost workshop. Learn how to shoot, process and upload photos.

Move from being a beginner to knowing enough to gain commercial benefit from the use of Pinterest and Instagram. Learn which type of audience you can reach via each platform and the factors and analytics such as cost and timing of posting images and how that can maximise impact.

Discover the basic 'do's and don'ts' of taking your own pictures, processing them and uploading them onto digital platforms. See some real life examples of posts that demonstrate good, bad and indifferent use.

## Better Business Websites

What makes a good website? What does your design say about your business? Is your website content appropriate for your audience? And can people even find it in the first place? These are just some of the questions we cover in this workshop for businesses already live online. We'll examine how to make your existing website better through its' design, content, usability and Search Engine Optimisation. We'll cover this and more:

- The importance of design – good AND bad!
- Best practice usability and accessibility
- SEO and how to get more traffic from Google

Just having a website on the internet is no guarantee of online success. Having the “right” website, which is planned, designed, optimised and managed to match your business objectives will set you apart from your competition, and help deliver real measurable results.

## Web and Social Media Analytics \*\*

Google Analytics is an incredibly powerful tool for all businesses with an online presence, and by the end of this DigitalBoost workshop you'll be comfortable reading, understanding and acting on analytics information.

You'll be able to see at a glance where your website traffic comes from, and what this means for your company. Even more powerfully, you'll be ready to use the data to improve your website's effectiveness.

We'll show you how often to check analytics, how to set goals and the most effective ways to implement analytics tools. So when you develop your digital strategy you can be confident you will see results.

Please note, participants must bring a laptop, tablet or smart phone to the workshop.

## Build your own Business Website \*\*

Every business needs a website, it's the digital equivalent of your business card. If the budget is tight, then you might prefer to build one yourself. Introducing WordPress - one of the most popular web building systems used on millions of sites across the world. This workshop will be delivered over 2 'same day' sessions with a lunch break in between.

In the first session we will outline some of the basic components of a business website; what pages you need; what messages do you want to tell, what is the purpose of your website. You'll learn how to create a WordPress account, choose a theme, create some basic webpages and be introduced to Blogging!

In the second session we will look at how you can customise your website and integrate it into your brand by adding text and images and how you can get your website noticed online by looking at SEO - Search Engine Optimisation and how you can ensure your website is optimised. Lastly we will take a look at WordPress plugins and widgets along with how you can add eCommerce functionality to your website and integrate your social.

**\*\* PLEASE NOTE: In order to get the most out of this workshop, attendees must bring along a laptop - we're going to be getting hands on!**

## Producing Engaging Online Content

Producing quality content is an excellent way of helping customers develop a meaningful relationship with your brand, and ultimately boosting sales. This DigitalBoost workshop will help you understand what kind of content customers need, and how you can source it and measure its effectiveness.

Even if you are not traditionally in the business of providing content, it's important to have good-quality articles or even nuggets of useful information on your website and elsewhere to drive customer engagement and help you stand out from your competitors. If you can provide easily accessible evidence that you are an expert in your field, or are able to provide an attractive "space" that makes customers more inclined to spend time with you, it'll be easier for them to choose you when they're ready to spend. This session will help you understand what kind of content your customers are looking for, how to find, write and package it, how to market it to them and how to measure how engaging it is for them. This workshop is ideal for businesses that already have a commercial website or use social media, and want to move to the next level of engagement. It will equip you to amplify your brand and message, and to boost sales and profits.

## Video Production for Social Media

Video captures peoples' attention online and is becoming increasingly important for engaging with potential, or real, clients.

In this DigitalBoost workshop discover why the use of video helps people find your brand or website and how this kind of content has become a powerful way to engage with your audience. Learn how to create a short and effective video without pain or expense, including how to plan, shoot, edit and upload it without special kit or expertise. Get to know the various digital platforms that can be utilised to view and share video content. See what editing apps are available and how to add music and subtitles.

## Making Smartphone Videos

Smartphone video is a great way to share your business messages on social media. We all carry this powerful video production tool in our pockets and this course will teach you how to use it to create regular, engaging and professional content fast.

First you'll learn the skills and knowledge you need to plan, shoot and edit high quality videos using just a smartphone and a minimum of inexpensive equipment. Then you will plan your own video shoot, record a video interview, shoot engaging visuals, and edit the footage into a professional finished product you'd be proud to share online. You will be amazed by what you can create in just a couple of hours!

## Email Marketing

Being able to engage your customers in conversation is a key way to create sales. This DigitalBoost workshop is ideal for people currently using email but not to it's full potential. By the end of this workshop, delegates will be able to understand how to target the right audiences, how to create a quality marketing email and how to measure its effectiveness.

The session will include learning how to identify the most suitable platforms and tools for email marketing campaigns, including different paid-for account levels. It will help you identify the different components of a successful email campaign, including design, HTML v text and other formats. We will also look at how best to structure tests and analyse the results, how to combine social media with email marketing, and optimising and measuring industry benchmarks. Legal requirements will also be covered.

## Paid for Advertising

Ideal for those looking to increase the effectiveness of their paid for advertising and digital marketing strategy. After completing this DigitalBoost workshop you will be able to make more informed decisions about where paid for advertising fits in to your strategy. We will explore the relative merits of all the different types of paid for online options available to you, as well as the mix of social media platforms you can choose from. The workshop also covers strategy, ad content guidelines and ad sizes, keyword planning, tracking and analysis to optimise your campaigns. You will gain a clearer understanding of how to evaluate and analyse existing social media advertising campaigns, pinpoint areas for improvement, and be on top of legal guidelines.

## DigitalBoost

The DigitalBoost programme offers support to businesses looking to improve their digital knowledge and skills and includes a wide range of workshops, guides and online tutorials.

## Digital Online Tutorials

DigitalBoost online tutorials are free and available 24/7 on the Business Gateway website. Our online tutorials offer you advice and tips on the following subjects.

- Apps for Business
- Social Media for Business
- Digital Strategy
- Producing Engaging
- Digital Content
- Video for Business
- Paid Advertising
- Cyber Resilience
- Email Marketing
- General Data Protection Regulation (GDPR)

To watch any of these online tutorials visit [www.bgateway.com/online-tutorials](http://www.bgateway.com/online-tutorials).

## Digital Downloadable Guides

Downloadable guides on how technology can improve your business are also available and can be found at <https://www.bgateway.com/resources/digitalboost/digital-resources>



## Supplier Development Programme

Argyll and Bute Council, as a member of the Supplier Development Programme (SDP), can offer small and medium sized enterprises (SMEs) the opportunity to grow and diversify through procurement by accessing SDP workshops, events and webinars.

Companies are encouraged to self select the training that is most suitable to their purposes. SDP's training programme is split into three levels and all their training events are **free** of charge to SMEs and 3rd sector organisations registered with the programme.

Argyll and Bute based businesses can attend any SDP events being held across Scotland and you can find out more about these webinars, workshops and events on the SDP website, [www.sdpscotland.co.uk](http://www.sdpscotland.co.uk).

### 0.1 Introduction to working with the Public Sector

How well do you know the public sector? This introductory module is recommended for anyone new to bidding. It provides a comprehensive overview of the public sector marketplace in Scotland and beyond and introduces the concept of tendering and procurement.

## Level 1

### 1.1 Introduction to Tendering

Introduction to Tendering takes you through the tender process from start to finish. From finding contracts, responding to opportunities, the selection stage, award criteria and debriefing, this comprehensive beginner-level course will tell you everything you need to start bidding for public contracts.

## **1.2 Using PCS and other portals**

Public Contracts Scotland is the national public sector tender portal for Scotland. It lists contract opportunities for all public sector bodies and has a “Quick Quote” function for lower value contracts. This workshop will help you ensure you are comfortable using this site as well as other portals throughout the UK and Europe.

## **Level 2**

### **2.1 Tender Procedures and the ESPD**

Understand the various types of procedure and examine the new ESPD (European Single Procurement Document). The workshop covers the various types of tender procedures in detail, including processes and timescales. The second half deals with the selection stage and completing the European Single Procurement Document (ESPD) formerly the Pre-Qualification Questionnaire (PQQ).

### **2.2 Finding and Understanding Framework Opportunities**

Frameworks are an integral part of public procurement and can be a lucrative source of business, but it’s essential to understand the Agreement. This workshop explains the types of frameworks available and what you can expect from them.

### **2.3 Improving your Bid Score**

Getting the highest possible score in your bid is essential to winning a contract, but it can be difficult to know what exactly the buyer is looking for. This workshop will provide an insight into buyers’ needs and expectations and ensure you’re winning points.

### **2.4 Understanding Community Benefits and Sustainability**

Sustainable procurement is a vital element of public sector procurement. As well as environmental issues it also includes social issues such as equality and diversity, and fair and ethical trading, plus economic issues including opportunities for SMEs and the third sector. This workshop is particularly recommended for third sector organisations.

## Level 3

### 3.1 Seeking Feedback and Improving your Bid

This workshop for experienced suppliers will explain your rights as a bidder and how you can learn from successful and unsuccessful bids.

### 3.2 The Supplier's Role in Contract Relationship Management

Winning a tender is just the beginning. This workshop explains how to successfully deliver on your contract, what to do when things go wrong, and how you give yourself the best chance of winning again when it is re-tendered.

### 3.3 Expanding your Procurement Marketplace

This workshop will show experienced bidders how to grow your business by exploring new public sector markets, including bidding for OJEU and international contracts.

## Other SDP webinars

- **Policy workshop.. The next step**
- **Collaborate to Tender**
- **Equality and Diversity Policy**
- **Information Security Management ISO27001**
- **Health and Safety**

To book on a Supplier Development Programme webinar visit

[www.sdpscotland.co.uk/events-training](http://www.sdpscotland.co.uk/events-training)

## Business Gateway



### Angela Vernel

Angela has a background in business investment, having worked for many years for Highlands and Islands Enterprise. She is originally from Glasgow and worked in Inverness before moving to Argyll in the early 1990s. She has been involved in the property sector, and has most recently been working to establish an activity tourism business abroad.

Angela holds a BA in Accountancy and an MSc in Economic Development.

Angela has been a business adviser with Business Gateway since 2013 providing advice, information and support to a wide range of businesses in Oban Lorn and the Isles. Angela is also a licensed WorldHost trainer.



### Donald Melville

Donald joined the team from Highlands and Islands Enterprise where he was a Development Manager for the Strengthening Communities Team. Donald has also been providing support to business start-ups since 1996. In 2000 Donald was recognised as the Princes Trust Youth Business Scotland's Business Adviser of the Year. Donald holds a

Level 4 SVQ in Business Counselling, a City and Guilds Business Support Profile of Achievement and a Level 8 Diploma in Business and Enterprise Support. Donald started his working life in the Royal Bank of Scotland and has also worked for Keyline Builders' Merchants.

Donald has been a Business Adviser with Business Gateway since 2013 providing advice, information and support to a wide range of businesses throughout Argyll, as well as delivering a range of workshops. Donald is a licensed WorldHost trainer.



### **Barbara Halliday**

Barbara has over 30 years' experience working with small businesses in Argyll. Barbara ran her own business for over 22 years working with a variety of clients in both the private and public sectors, delivering advice and training in business and people development, as well as psychometric testing for managers. Barbara was a licensed Investors in People (IIP) Assessor, Adviser and Practitioner Developer for many years. In addition she assessed Business Advisers for the Small Firms Enterprise Development Initiative (SFEDI) accreditation and was a Business Mentor.

Barbara has been a Business Adviser with Business Gateway for over 10 years providing advice, information and support to a wide range of businesses throughout Argyll, as well as delivering a range of training workshops. Barbara is a licensed WorldHost trainer and a Better Business Cases Practitioner with the Chartered Institute of Public Finance and Accountancy.



### **Jen Smith**

Jen has worked with Business Gateway for 18 years helping people with the businesses planning process. Jen joined the Argyll and Bute Business Gateway team in 2017.

Having set up and operated small businesses including picture framing; craft manufacturing; cookery classes and several business consultancies, Jen understands the skills that business owners have to quickly learn to grow the business. The need for business planning cannot be underestimated and an early understanding of basic principles of bookkeeping are essential. Jen was a Visiting Lecturer in Economics and Enterprise, and has delivered a range of workshops and seminars for many years to a cross-section of the community.

## Comsteria



### Colin Kelly

Colin is a small business owner himself. He runs a consultancy which helps organisations throughout the UK communicate more effectively.

Colin is a former broadcaster and journalist who has worked with BBC Scotland and STV. He now helps organisations with every aspect of their communications strategy including social media, public relations and content creation.

He also produces his own podcast and outside work enjoys swimming.



### Emma Baker

Emma Baker is a corporate video producer and writer who works closely with communications professionals and business owners to plan the right communications strategy for their organisation and to produce content that conveys their message with impact.

Emma began her career as an English and Media Studies teacher and has carried on her passion for facilitating first class learning experiences. She regularly runs training in writing for business, DSLR video, smartphone video, and smartphone photography.

Now running her own training and consultancy business, Emma is passionate about the fast changing smartphone technology which is making in-house video production increasingly accessible to PR professionals.

## Linda Hunter Consulting



### Linda Hunter

Linda Hunter is a CIMA qualified management accountant with over 25 years experience across a number of industries working in a variety of accounting and consulting roles.

Linda has run her own accountancy practice since 2013 providing statutory accountancy services such as accounts production and tax returns as well as offering business advice and support.

Linda also works as a business advisor carrying out financial and growth strategy reviews and delivering workshops on a variety of finance based subjects. Linda's aim is always to work closely and pro-actively with businesses, as a business partner, to help them achieve their ambitions.

## Lornal Ltd



### Alastair Kennedy

Alastair has over 30 years private sector experience working in both International and Domestic market sectors. He has significant experience working on marketing campaigns and new product launches. He has held senior Sales and Marketing positions within international businesses and has started and run three of his own businesses. He is an

experienced trainer and has many years experience delivering marketing workshops.

Alastair has a positive and practical attitude and delivers effective workshops with clear outputs and achievable goals which will greatly help businesses develop.

## NSDesign Ltd



### Gary Ennis

Gary is a qualified trainer, with over 20 years experience in the field of Digital Marketing. He is the founder of NSDesign, an award winning digital consultancy, working with organisations across Scotland to improve their digital skills and capabilities.

Former 'CEO Of The Year' (Digital Technology Awards) and twice shortlisted for "Digital Professional of the year" (Herald Digital Awards), Gary is a Mentor for the Scottish Chambers of Commerce and an Associate Consultant for Edinburgh Napier, and a member of professional bodies IDM, ILM and IoD

Gary regularly makes television and radio appearances as a digital media expert, and speaks at conferences across the UK on related topics.

### Jay Taylor



Jay is a graduate of Computing Science and a successful business owner with a range of skills and experience in training, project management and digital marketing.

Jay delivers consultancy and training to NSDesign clients on various digital topics, including Web Design and Development, Digital Promotion and Social Media, while continuing to run his own small web design company in Glasgow, which helps small businesses manage their websites, and related marketing strategies.

Jay has designed and delivered staff training for Apple, helping their team of trainers develop and grow their skills in Apple software/hardware, while enhancing their customer facing skills of customer services and sales, and is Certified by Apple on most of their systems and products.



### **Thea Newcomb**

Thea is a dynamic, Glasgow-based Californian, trained to degree level in Communications and Post Graduate level in e-Business.

Thea currently delivers a wide range of digital courses, across Scotland, on topics related to all things digital. Thea's engaging positive personality (together with her wide experience in all things digital), ensures the businesses she works with remain motivated and action driven.

Thea has firsthand experience of running different types of small businesses, having tried her hand at many entrepreneurial activities in the past including the launch of an online portal for the "romantically challenged" and selling personalised clothing via the majority of ecommerce platforms and marketplaces.

Thea was the first trainer in Scotland to deliver bespoke "Canva" workshops and recently achieved the status of "Canva Certified Creative" which is essentially a brand ambassador role.



### **Brian Tait**

With an MBA, a BSc, numerous professional qualifications, and just about every Google certification on the planet, "Data Geek" Brian has a focus on Analytics and Paid Search Marketing, as well as an expert knowledge of Google and SEO. He helps our clients understand the benefits of such tools, the insights they

can provide, and the opportunities that can arise from using them.

Brian is a regular when it comes to delivering DigitalBoost, East Ayrshire Council's BeDigitalReady, and West Lothian Council's 'Specialist Advisory Services' consultancy support, with a mission to convert the world to Web Analytics one day at a time!

## Tuminds Social Media



### Rene Looper

Founder and Managing Director of Tuminds Social Media. Prior to this Rene ran his own 4-star hotel, where his early adoption of technology and social media to promote the hotel and improve customer experience proved invaluable to its success. With his passion to share his experience of the potential business benefits of social media led to Rene to found Tuminds in 2006. Over the years Rene has positioned himself as a thought leader in the digital sector in Scotland and the UK.

Rene is an approved trainer for the Digital Marketing Institute approved trainer, a member of the VisitScotland Digital Advisory Group and acts as digital adviser for Highlife Highland and Scottish Hotel Awards.

The key to Rene's success isn't just his depth of knowledge, but his relaxed personality which puts people at ease.



### Alastair Miller

Alastair has been involved in the digital design industry for more than 12 years. He has extensive experience in developing websites for both small and large companies. running his own web development company from 2012-18.

Alastair has a wide range of knowledge, skills and experience in the digital field. He excels in: Website Design and Development, Website Data Analysis , Search Engine Optimisation (SEO), E-commerce, Digital Marketing Strategy, Social Media for business, Email Marketing, Cyber Security.

Alastair has WordPress Developer and Webmaster certification, Adobe:ACE certification and is a Google AdWords expert.

## How to book a workshop

To find out the dates and venues for any of the workshops listed in this booklet, or to book a place you can call or email the local team, or book yourself on via the website.

Phone: 01546 604555

Email: [business.gateway@argyll-bute.gov.uk](mailto:business.gateway@argyll-bute.gov.uk)

Website: [www.bgateway.com/events](http://www.bgateway.com/events)

## Can't find what you need?

If you would like to see a workshop in this booklet delivered in your area and you have a group of 8 businesses that would be interested in attending please get in touch with the Business Gateway team to discuss.

If you would like support in a topic not covered by these workshops, please get in touch. We frequently review our workshop topics and schedules and use any feedback to help ensure we are meeting the needs of local businesses.

If we don't have a workshop covering the topic you are interested in, one of our experienced Business Advisers may be able to assist you on a one to one basis, or we can signpost a wide range of information guides and external partners.

## Further help and advice

Business Gateway can help you at any stage of your business - for free.

You can get in touch with your local Business Gateway by calling 01546 604555.



Business Gateway services are delivered by Local Authorities, Scottish Enterprise and Scottish Government, with the support of associated partner organisations.