

Dumfries & Galloway Growth Accelerator Programme

Workshops

February

| | | | |
|--------------------------|------------------|---|-----------------------|
| Thursday 2 nd | 9:30am — 12:30pm | <u>Develop your Business Marketing</u> | Annan |
| | | To prepare businesses for creating a marketing plan; how marketing fits into wider business and strategic planning, market research, segmentation, key marketing activities and content of a marketing plan. | |
| Tuesday 14 th | 9:30am — 12:30pm | <u>Strategy Development</u> | Dumfries |
| | | To prepare businesses for conducting a strategic review of their business; why strategic planning is important, the main steps involved in strategic planning, necessary preparatory work, how to analyse current business situation and content of a strategic plan. | |
| Friday 17 th | 9:30am — 12:30pm | <u>Develop your Business Marketing</u> | Dumfries |
| Tuesday 21 st | 9:30am — 12:30pm | <u>Develop your Business Branding</u> | Castle Douglas |
| | | To help businesses understand the power of branding; The meaning of branding, why it is important to your business, how to build your brand, how your brand affects your marketing and communications. | |
| Friday 24 th | 9:30am — 12:30pm | <u>Pitching for Growth</u> | Dumfries |
| | | To provide businesses with a better understand of pitching; How to deliver your message, engage your audience, respond to difficult questions, general presentation skills and importance of preparation. | |

To book an event, phone the GAP-ERDF Business Line 01387 260380 or click on the link next to the workshop title.

March

| | | | |
|----------------------------|------------------|--|-----------------------|
| Monday 6 th | 9:30am — 12:30pm | <u>Develop your Business Marketing</u> | Stranraer |
| | | To prepare businesses for creating a marketing plan; how marketing fits into wider business and strategic planning, market research, segmentation, key marketing activities and content of a marketing plan. | |
| Thursday 9 th | 9:30am — 12:30pm | <u>Financial Planning</u> | Dumfries |
| | | To provide businesses with a better understanding of how income, expenditure, pricing and cash flow can be used to grow their business; How effective financial management impacts on the business, the importance of management information (financial data) to the business decision making process, how to improve cash flow management, how to strategically align financial management for growth and overview of Pricing Strategy. | |
| Wednesday 15 th | 9:30am — 12:30pm | <u>Developing Financial Packages</u> | Dumfries |
| | | To provide businesses with a better understanding of how to put together a funding package; Components of a funding package how to put together a funding package, different types of funding, and achieving a balanced mix of debt and equity. | |
| Monday 20 th | 9:30am — 12:30pm | <u>Develop your Business Branding</u> | Newton Stewart |
| Wednesday 22 nd | 9:30am — 12:30pm | <u>Develop your Business Branding</u> | Dumfries |
| Tuesday 28 th | 9:30am — 12:30pm | <u>Accessing External Investment</u> | Dumfries |
| | | To provide businesses with a better understanding of how to access external investment; different types of finance, how different types of finance can be used to address different financing needs and what is needed to access external investment. | |

To book an event, phone the GAP-ERDF Business Line 01387 260380 or click on the link next to the workshop title.