

Adapting for business success

**FREE business events
in your district**
March 2009



Localeconomyteam
Working for a stronger economy



Adapting for business success

In a difficult economic climate, good advice isn't easy to find – particularly if you run a business. But the council's Local Economy team can help, because we understand the trials and challenges facing local businesses and look for solutions.

And that's why we've put together a series of free business events, taking place in March, that could help you attract customers. There's something for everyone, including business master classes, workshops and presentations, all conducted and led by expert speakers.

Booking is easy, see back of cover. Complete our form online at www.business.canterbury.gov.uk, or return the booking form attached.

You can attend one or all of the events and they are completely **free of charge**.

A. Business Master Classes

Centre for Enterprise and Business Development,
Hall Place, Harbledown



Wednesday 11 March 2009, 8am to 1pm

Choose from a selection of workshops designed to help your business be sustainable and competitive. Workshop choices will be made on the day. Breakfast and registration 8am to 9am



- London 2012 business opportunities and Compete for Service by Paul Toben
- There is light at the end of the tunnel by Jenny Sergeant
- Know your business to grow your business by Alex Kent
- Targeting for profit- make your marketing really 'hit the spot' by Paul Cook
- Where's the value in your supply chain? Building competitive advantage through collaborative innovation by Dr Andrew Fearne, University of Kent
- Business in the environment by Jane Ollis, Business Link

Breakfast reception

B. The Business of Education

Cathedral Suite, Abbott's Barton Hotel, Canterbury



Thursday 19 March 2009, 12.30pm to 4pm

Building on the success of this event held last year, Canterbury4Business once again offers the chance for businesses and education providers to discuss and hear from one another what they think the future holds. The event will provide an opportunity for businesses to learn more about the 14-19 Diplomas, their impact and how to embrace this change. Join us for lunch and presentations including the launch and award of the Canterbury4Business kite mark scheme learning how local businesses have engaged with education.

The event will conclude with a panel session with business and education leaders to help us address some key issues for the future of the Canterbury district.

Lunch included



C. Smart Retail

Learn Direct, Whitstable Community College, Whitstable



Monday 23 March 2009, 4.30pm to 7.30pm

Learn how to improve your business by using the internet to exploit new business opportunities. Talk with Learn Direct and other business specialists about training courses available to help you do so.

Smart Retail offers a unique opportunity for retailers to learn about IT and marketing streams designed to maximise business profitability. Find out what types of systems will best improve your business opportunities and how beneficial a viable IT system can be for your business and how it could enhance your profits



Refreshments and registration from 4pm

D. Herne Bay Business Showcase

Kings Hall, Herne Bay



Tuesday 31 March 2009, 8am to 1pm

A chance for local businesses to showcase their services and offer solutions to business needs. Book business advice sessions with Business Link, network with exhibitors; learn about employment opportunities and the regeneration of Herne Bay. To register for an exhibition stand, to attend as a delegate, fill in the booking form overleaf or to book a free 20 minute business advice session with Business Link. **Exhibition places are limited, book early to avoid disappointment.**



Booking Form

To book your space(s):

Visit: **www.business.canterbury.gov.uk**

E-mail to: **events@canterbury.gov.uk** Fax to: **01227 862 020**

Mail to: **Regeneration and Economic Development, Canterbury City Council
Military Road, Canterbury, CT1 1YW** or call us on **01227 862 532**

Name _____

Position _____

Organisation _____

Address _____

Postcode _____

Telephone _____ Type of business _____

E-mail _____ Website _____

Number of employees _____

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B. The Business of Education

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Abbott's Barton Hotel, Canterbury

C. Smart Retail

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D. Herne bay Business Showcase

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Exhibitor

Delegate

Business advice session

Full details of the events you've chosen to attend will be sent to you by e-mail before the event.

Refreshments and breakfast or lunch will be provided at some events.

Please indicate if you have any dietary or accessibility needs. _____

How did you hear about these events? _____

The data collected will be used internally within the council. We also share the data from time to time with third parties. If you do not want us to do this please ✓ this box.

You will be added to our database to receive Business Life magazine by email, please ✓ this box to opt out.

