



Develop your business with specialist training and skills workshops from Wenta

Hertfordshire and Bedfordshire training programmes
November 2011 – March 2012

Business support from Wenta



We want people of all ages to have a self confidence and belief in their own talents and abilities. Our enterprise and training workshops are designed to support pre-start, new and existing businesses. All of Wenta's programmes are delivered across Hertfordshire and Bedfordshire.



In addition to delivering training programmes Wenta also operate My Incubator, a business incubation centre designed to support early-stage and pre-start businesses. My Incubator offers advice and workspace* for those starting in business but are not yet ready for their own office. Access to a hot desk, PC with broadband, ongoing advice from a dedicated advisor as well as networking opportunities and in-house seminars are available to clients of My Incubator. Wenta have a network of incubators located in Luton, Potters Bar, Stevenage and Watford, clients of the incubators have access to each of these centres and their facilities.

*Subject to availability, terms and conditions apply.



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To book onto a course please email training@wenta.co.uk or call **0845 371 0891**.
For more information visit www.wenta.co.uk

Core Workshops

Wenta support start-up and existing businesses through a variety of training and skills workshops. Listed below are a variety of comprehensive training programmes to support you and your business.

For booking details including time, date and location please see page 10.

Let's Talk Starting in Business



Time: 9:30am – 2:30pm

Cost: Free

This free workshop sponsored by Barclays, supports anyone who is considering starting up a business and has a business idea. The workshop guides you through the process of how to start your own company and advises you on key issues to consider when starting up in business.

This workshop will cover:

- How to write a business plan
- Small business legal requirements
- How to source finance
- Taxation and VAT
- Managing cash flow
- Marketing the business

This workshop is aimed at those looking to start a business and are seeking an overview of self employment.

Business Planning

Time: 9:30am – 2:30pm

Cost: £45 inc VAT

Starting a business can be an exciting and daunting experience. This workshop helps you evaluate your business idea in more detail and manage your business plan.

This workshop will cover:

- Writing a business plan
- Developing future targets for your business
- Understanding your finances
- Understanding cash flow and profit and loss
- General business start-up areas

By the end of this workshop you will be able to write your own business plan and have a clear direction of what else you need to focus on to ensure you have a viable business.

This workshop is aimed at those looking to start a business and those seeking help with preparing a business plan to present to a bank for funding purposes.

Finance Made Simple

Time: 9:30am – 2:30pm

Cost: £45 inc VAT

For a business to succeed the finances must add up. This workshop gives you an understanding of the financial implications of running your own business. It also teaches you bookkeeping to a standard acceptable to the Inland Revenue.

This workshop will cover:

- Basic bookkeeping
- Profit and loss forecasting
- Cash flow forecasting with worksheet activities
- How to get your books to balance
- Information on tax and allowable claims
- National Insurance
- VAT

By the end of this workshop you will have a good understanding of how to run your business compliantly and a basic understanding of Inland Revenue requirements. You will be able to set up your books correctly and you will also be aware of the relevant information you need to provide to an accountant.

This workshop is aimed at those looking to start a business or businesses in their first year of trading.

Your Website and Social Media

Time: 9:30am – 2:30pm

Cost: £45 inc VAT

An online presence can be essential for many businesses in today's market. After grasping website jargon and learning how to create a website easily, this workshop provides you with essential advice on how to optimise your website for search engines. This workshop will also demonstrate how social media such as Twitter and LinkedIn can be useful online marketing tools.

This workshop will cover:

- Building your own website from scratch
- Managing the content on your website
- Search engine optimisation
- Social networking for your business
- Online marketing
- Online PR

By the end of this workshop you will have learnt how to build your own website and how to utilise social media appropriately for your business.

This workshop is aimed at those starting up in business, individuals and existing businesses.

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A Taste of Marketing

Time: 9:30am – 2:30pm

Cost: £45 inc VAT

Without research and paying customers your business will not succeed. This workshop helps you understand your market, ensure you have the tools to find your market, and then suggests the best methods to target them.

This workshop will cover:

- Market research
- Market segmentation
- Company image and branding
- Pricing strategy
- Your market and competitors
- Marketing plan
- Promotional activities

By the end of this workshop you will be able to carry out your own market research, identify your target market and the appropriate methods to promote your business successfully.

This workshop is aimed at those starting up in business, individuals and existing businesses.



"Thank you for a very professional presentation. Very informative and constructive, especially setting up a website. I learnt a lot in a short time and am most grateful. Your advisor is a credit to Wenta. Thank you."

Peter Bailey

To book onto a course please email training@wenta.co.uk or call **0845 371 0891**.
For more information visit www.wenta.co.uk

Case Study

Angels and Urchins

Samantha attended Let's Talk Starting in Business workshop with Wenta in Bedford. Following this Wenta supported Sam while she wrote a comprehensive business plan enabling her to approach Barclays for funding to buy stock and open a store. Sam gained funding for a small shop in Bedford called Angels and Urchins, it specialises in high quality children's shoes from some of the World's leading brands. In the past year Sam is proud to have won the "New Business of the Year" award, has been shortlisted in their "Customer Care Excellence" and continues to work in her now thriving store.

"My first year of accounts saw Angels and Urchins make a small profit. Something I am very proud of." **Samantha Price,**
Angels and Urchins



Additional Workshops and Surgeries

The following workshops compliment Wenta's core training programmes and are designed to give you knowledge and support to make your business succeed.

To book onto any of the following surgeries please contact us directly (full payment must be received in advance of the course).

Social Enterprise – The Way Forward?

Time: 9:30am – 1:00pm

Cost: £45 inc VAT

This workshop demystifies the purpose of a Social Enterprise, helping you determine whether this is the appropriate way forward for your organisation. The workshop guides you through setting up your Social Enterprise and will address the viability of your idea. Funding applications will also be addressed during this session.

Selling

Time: 9:30am – 1:00pm

Cost: £45 inc VAT

This workshop will cover what makes a successful salesperson. You will leave this workshop with the skill and mind set to sell your service and product confidently.

Green Business

Time: 9:30am – 1:00pm

Cost: £45 inc VAT

Can a business be successful and environmentally friendly as well? This half day workshop will look at simple low cost "green ideas" to help you become more environmentally aware. You will also explore ways of ensuring your business is compliant with ISO standards.

Legal Issues and Intellectual Property

Time: 9:30am – 1:00pm

Cost: £45 inc VAT

Is your business compliant with legal factors? Do you need help with terms and conditions? Are you up to speed with data protection? This workshop guides you through the legal issues relating to your business, ensuring you are compliant from day one.

Social Enterprise Business Planning

Time: 9:30am – 2:30pm

Cost: £45 inc VAT

This workshop will help a social enterprise plan its social and business purpose in a clear and concise way. Possible sources of funding and tips to assist your funding applications will also be discussed during the workshop.

The Perfect Employer

Time: 9:30am – 1:00pm

Cost: £45 inc VAT

Employing someone for the first time is a big step for a business. This workshop guides you through the recruitment process from creating a suitable advert to interviewing candidates. The workshop also covers the legalities of employing a new member of staff and how an employer should respond to anything that may go wrong.

My Incubator – Specialist Surgeries

One to one specialist advice surgeries run by experts in the field are also available to support your business.

For available dates or to find out if you are eligible to attend any of the surgeries free of charge* please call 0845 371 0891.

Legal Advice

SA Law, a legal firm, offer legal advice to support start-ups that may need advice with new business regulations and other legal matters.

The legal surgery can offer you advice with the following areas:

- Checking terms and conditions of trading
 - Considerations for joint ownership businesses
 - How to set-up a partnership
 - How to dissolve a partnership
 - How to handle late payments
 - How to buy or sell a business
 - How to terminate employment contracts
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Intellectual Property Advice

In conjunction with Scott & York's European Patent Attorneys you can receive one to one sessions to discuss your intellectual property needs and requirements.

The IP surgery can offer you advice with the following areas:

- Patenting
 - Trade marking
 - Copyrighting
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Tax and Accountancy Advice

Turnbull Associates, an accountancy firm, offer independent advice on a comprehensive range of tax, VAT, general business planning and accounting queries.

The tax surgery can offer you advice with the following areas:

- Appropriate legal structure
 - The difference in taxation for different business structures.
 - How VAT works
 - How to register for VAT
 - How to keep business records
 - When to employ an accountant
 - Allowable/disallowable tax expenses
 - Reducing tax liabilities
 - Tax efficient remuneration
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Search Engine Optimisation Consultancy

Our Search Engine Optimisation consultancy service is designed to help you implement a variety of SEO techniques that suit your business needs. If you have any specific issues, or something isn't working for you, we can offer practical and specific advice on your issue.

*Terms and conditions apply.

Run by



Supported by



Booking Information

For more information or to book your place* on any of the courses please email training@wenta.co.uk or call **0845 371 0891**.
Alternatively you can visit www.wenta.co.uk to book online.

Full payment must be received in advance of the course.

Workshop Dates

Dates	Oct	Nov	Dec	Jan	Feb	March
Watford						
Let's Talk Starting in Business	19th	15th	14th	16th	16th	15th
Business Planning		30th				
Finance Made Simple						28th
Taste of Marketing					1st	
Your Website and Social Media				25th		
Legal and IP			7th			
Stevenage						
Let's Talk Starting in Business	13th	8th	8th	17th	21st	19th
Business Planning				24th		
Finance Made Simple			20th			
Taste of Marketing		22nd				
Your Website and Social Media						23rd
Legal and IP					9th	
Potters Bar						
Let's Talk Starting in Business	6th	3rd	6th	10th	10th	9th
Business Planning					24th	
Finance Made Simple				20th		
Taste of Marketing			16th			
Your Website and Social Media		16th				
Legal and IP						22nd
Luton						
Let's Talk Starting in Business	20th	17th	15th	26th	28th	27th
Business Planning			2nd			
Finance Made Simple		29th				
Taste of Marketing						13th
Your Website and Social Media					7th	
Legal and IP				31st		
Bedford						
Let's Talk Starting in Business	18th	22nd		10th	2nd	6th
Business Planning						16th
Finance Made Simple					22nd	
Taste of Marketing				18th		
Your Website and Social Media						
Legal and IP		15th				

*Dates are subject to change, please call to confirm your booking.

Locations



Watford

The Wenta Business Centre
Colne Way, Watford
Hertfordshire WD24 7ND

T 01923 247373

Potters Bar

The Enterprise Centre
Cranborne Road, Potters Bar
Hertfordshire EN6 3DQ

T 01707 663610

Stevenage

Business & Technology Centre **(btc)**
Bessemer Drive, Stevenage
Hertfordshire SG1 2DX

T 01438 310000

Luton

The Business Centre
Kimpton Road, Luton
Bedfordshire LU2 0SX

T 01582 732704

Bedford

c/o National Enterprise Network
12 Stephenson Court
Fraser Road, Priory Business Park
Bedford MK44 3WJ

T 01582 732704

Bedford

Bedford i-lab
Stannard Way, Priory Business Park
Bedford MK44 3RZ

T 01582 732704





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To book online please visit
www.wenta.co.uk
or scan your smartphone here.