



Halton & Warrington Business Fair 2011 Workshops

A wide range of interesting workshops will be taking place at the Business Fair – all free to attend. *Simply turn up on the day (no need to pre book)*

10.30 Liverpool BA Business Showcase

These are networking sessions with a difference. At each Showcase we will invite up to ten businesses to do a 60 second pitch about what they do (free of charge) to the rest of the audience. This is followed up by a further ten minutes of general speed networking. If you would like to deliver one of these pitches, submit your details to us using the Contact Us form on the www.businessfairsuk.com website - make sure that you provide your Contact Name, telephone number and a short description of what your pitch will cover (in the message field).

11.15 Capitalising on commercial opportunities within your business

SME businesses are often guilty of not capitalising on the commercial opportunities that exist within their business, often overlooking the importance of proactive CRM (customer relationship management), partnership marketing and other initiatives that can either provide new revenue streams or reduce overhead to maximise a business's profitability. Apex Consultants workshop will focus on two key areas:

1. Maximising existing relationships (customers, suppliers and contacts) to improve your business profitability
2. Improving profitability through improved processes and management.

*Workshop delivered by Nick Richardson,
Director, Apex Consultants.*

12.00 The New Mersey Gateway - Procurement Process and Commercial Opportunities

David Parr Chief Executive of Halton Borough Council will outline some of the opportunities that will be available as a result of the final approval of this multi million pound project - and how companies can find out more and prepare to get involved..

*Workshop delivered by David Parr
Chief Executive of Halton Borough Council.*

1.00 Understanding Your Competition and How to Beat Them

A One Hour mini Marketing Master Class covering SWOT analysis - Competitive Review - Magpie principle - Effective Intelligence - Informed business decisions - Winning your battles - Defensive Strategies - Offensive Strategies - Eating the Big Fish - Capitalising on Being Small - Fair share and some.

*Workshop delivered by Davide de Maestri,
Chartered Institute of Marketing*

2.00 How to create ongoing profit by becoming a value added ecommerce reseller.

This workshop from TIC Webshops will provide a brief overview on the do's and don'ts of selling online and also how to generate revenue through client referral networks - both online and offline.

Workshop delivered by TIC Webshops.

2.30 How to Submit Winning Tenders

The presentation will give key advice to anyone bidding for public sector contracts or applying to main contractor's approved supplier lists. Attendees will gain an understanding of how to produce high scoring tender documents

*Workshop delivered by Mike Raynor,
Quality Tender Services*

3.00 Introduction to International Trade

A basic presentation about importing and exporting goods. Aimed at businesses that trade or are about to trade with countries outside the European Community. HMRC will explain import/export procedures and highlight the various regimes which may save you time and money

*Workshop delivered by
HMRC Business Education and Support Team*