

A wide range of interesting workshops will be taking place at the Liverpool Business Fair – all free to attend. To pre book places visit www.liverpoolbusinessfair2012.eventbrite.co.uk

10.30 Publicity: How to get the media working for you!

Here's a rare chance to learn the inside track on how to get positive publicity for your business in newspapers, online or on radio and TV. Merseyside journalist Chris Johnson is the man that many PR executives turn to for advice on how to get their clients stories into national newspapers etc.

Chris will give the low-down on how to marshal effective publicity through exposure in the media, often at little or no cost.

10.50 The Value and Opportunities of the Low Carbon Industry

This workshop will discuss the value and significance of the UK and Global Low Carbon Industry.

It will explore:

- How this industry is broken down
- What are its drivers
- What are its challenges

The workshop will then discuss:

- How a business can enter this vibrant sector
- What the barriers to entry are
- Where to find help to overcome them.

delivered by Rebecca Turner, Senior Consultant for large scale renewables at Envirolink

11.20 Business Health Check - A 10 step growth plan for your business

When you're dealing with the day-to-day details of running a business it can be hard to take a step back and look at how you plan to grow and build that company for the future.

This session gives you the tools and the support you need to take a long hard look at the health of your business and start to produce a strategy for growth.

Delivered by a team of Business Doctors with years of business experience, who own their own businesses, this session will help company managers to take a much more focused approach to all aspects of running and growing businesses of any size.

During this session you will learn how to develop a practical, 10 step growth plan for your business which will include how to:

- Make your business work for you, not the other way around
- Understand the bottom line benefits of your core values
- Think like a customer and understand the value in what you do for them
- Future proof your business
- Identify opportunities for growth – plus some "quick wins"
- Understand your sustainable competitive advantage
- Only sell to the right customers – those who appreciate what you do for them!
- Press the reset button on your business and make your people profitable
- Understand how what gets measured gets done

12.05 What is IP - How to Protect your Ideas and Innovations

There are many simple and cost effective ways of protecting your ideas and your business. This short workshop from the Intellectual Property Office will provide a brief overview of Patents, Trademarks, Designs and Copyright.

12.25 Starting a Business - Some Do's and Don'ts

This workshop will be useful to anyone thinking of setting up a business (or recent start-ups) and provides an overview of what is involved in starting a business, some useful tips and common mistakes - and how to avoid them. Workshop delivered by David Wiles.

1.30 Grow your business with existing customers and getting new ones

A One Hour mini Marketing Master Class from Davide de Maestri of Chartered Institute of Marketing covering

- Pricing for profit • Up selling • Cross selling • Partnering • Referrals and customer research • Profiling success • Building or buying a database • Contact and conversion strategies • Internet and social media • Innovative promotion

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 Quality Tender Services.

Free Networking Sessions

9.45-10.15 Business Showcase

Liverpool BA and Business Scene invite you to a networking session 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).

1.00-1.30 Business Scene Networking

Come and join Business Scene for a free lunchtime networking session. Book by visiting www.business-scene.com/event_detail.php?e=19757