



# Merseyside Business Fair 2010

## Workshops

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

### 10.30 Liverpool BA - Business Showcase *Liverpool BA*

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](http://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 Tax, National Insurance and VAT for Small Businesses and the Self Employed *HMRC Business Education & Support Team*

This 30 minute workshop will provide a quick outline of the basics of business taxes and VAT. It will cover handy tips for the self employed, an overview for employers, and the basics of VAT. The HMRC Business Education & Support Team will also be on hand throughout the day to answer any in depth or confidential queries that people may have.

The session will give a brief overview on:-

Sole Traders • Partnerships • Going Ltd • Taking on staff • Construction Industry • Record keeping • Self Assessment Return • Important dates • Penalties • VAT registration • Online Services • Business Payment Support Service • Where to get further help

### 11.50 Successful Marketing on a Shoestring *Gordon Jones CIM*

Chartered Marketer and Author Gordon Jones with lots of great ideas that you can start using in your business straight away - and all on a shoestring budget. You will also have the opportunity to buy copies of his much-acclaimed booklets on the day.

### 12.25 How to compete for and win public sector tenders *Tender Management Consultancy*

This informative workshop will cover

Potential Impact of the New Government on Public Sector Tendering - How might the new administration change the size and shape of the tendering process

How to Be Best Prepared for Tendering for Contracts - Where to find out about Contracts; What You need Before Preparing your Tender; What is included in a typical Tender Document

Special Rules for the Charity and Voluntary Sector - Find out about the support and assistance available to organisations in this sector

### 1.15 Websites on steroids *Phil Smears sdesign1*

Did you realise you can use your web site to:

Send out marketing emails to prospects and track who opens, send out SMS texts, create/manage events, seminars and that's just for starters.

You can also free up time for you and your staff by:

Managing projects, tasks, timesheets, invoices and anything else that you are doing manually

Find out more at the seminar ...

### 1.50 – 3.50 How to Create Your Own Marketing Plan *Davide de Maestri Chartered Institute of Marketing*

This free two hour mini marketing masterclass will cover

What market are you in - 7 P's of marketing - Creating effective plans - Strategic approach to marketing - Effective marketing activities - Return on your investment

Attendees will benefit by:-

understanding how to market strategically; writing their own marketing plan in the session; boosting confidence in marketing; understanding how to invest wisely in marketing and secure a return on investment

Attendees will receive:-

free workbook; Chartered Institute of Marketing SME support pack; free exploratory chat about learning needs (if desired, will be arranged after event)