

QU2 2012 Training Programme

Accelerate your business growth with ten half day workshops designed to coach you through from start to maturity. This training has proved to double the sustainability of early stage businesses.

To reserve your place please contact QU2 on 0113 281 6770 or email: j.r.page@QU2Leeds.co.uk

Costs: Free to QU2 members (on Virtual office gold or private office tenants), £20 per workshop to all others

Book all 10 workshops for a discounted rate of just £145

For more information on our training and to book online please go to;

<http://www.qu2leeds.co.uk/Trainingandsupport.htm>

January Business Accelerator Training Schedule

Thursday 2 nd February 9.30 – 11.30 16 Queen Square	<u>1. Business Basics</u> <ul style="list-style-type: none"> Evaluating business ideas and skills assessment Market research and competitor analysis Goal setting – personal & business Business structures, Company & VAT registration Trading names, logos & intellectual property Permissions, licences, compliance & insurance 	Thursday 16 th February 9.30 – 11.30 16 Queen Square	<u>2. Marketing</u> <ul style="list-style-type: none"> Segmenting markets & understanding customers Determining competitive advantage Marketing strategy & tactical planning Effective implementation & outcome analysis Choosing media, costs & returns
Thursday 1 st March 9.30 – 11.30 16 Queen Square	<u>3. Accountancy and Tax workshop 1 with WGN</u> <ul style="list-style-type: none"> Record keeping & basic records Double entry book keeping Completing VAT returns Financial projections & cash flow Statutory regulations & compliance 	Thursday 15 th March 9.30 – 11.30 16 Queen Square	<u>4. Sales</u> <ul style="list-style-type: none"> Presentation, engagement & closing Advanced sales techniques Analysis & learning Positioning & proposition The sales process & pipeline
Easter Break			
Thursday 19 th April 9.30 – 11.30 16 Queen Square	<u>5. HR</u> <ul style="list-style-type: none"> Before you start recruiting Defining what you need Job descriptions and Person Specifications The Recruitment Process Interviewing Do's and Don'ts Offering the job Induction and Probation Supervision and Appraisal Meetings (employee development) 	Thursday 3 rd May 9.30 – 11.30 16 Queen Square	<u>6. Online marketing, including Search Engine Optimisation and pay per click advertising</u> <ul style="list-style-type: none"> Using the web to market your business in the most cost effective way Using natural search to get your website in the 1st page of goggle Using pay per click marketing as a cost effective way to promote your business
Thursday 17 th May 9.30 – 11.30 16 Queen Square	<u>7. Access to Finance, with HSBC</u> <ul style="list-style-type: none"> Business banking, finance and support Trading preparations & costs Business Planning Projecting costs & revenues Assessing profitability & liquidity 	Thursday 31 st May 9.30 – 11.30 16 Queen Square	<u>8. Legal Matters</u> <ul style="list-style-type: none"> Shareholders & loan agreements Leases & personal guarantees Intellectual property protection Terms & conditions and contracts Statutory regulations & compliance
Thursday 14 th June 9.30 – 11.30 16 Queen Square	<u>9. PR to grow your business</u> <ul style="list-style-type: none"> What makes good PR Writing an effective press release How to stand out from the crowd What you should and shouldn't be saying on your brochures / website 	Thursday 28 th June, 9.30 – 11.30 16 Queen Square	<u>10. Social Media to Promote Your Business</u> This introductory workshop looks at current social media trends, how to use social media to grow your business, including Facebook, Twitter and LinkedIn, social media strategy and measuring success. The tips and tools you will gain throughout the workshop make managing your social media presence easier and quicker.

Onsite Clinics - Exclusive to members of QU2 (Virtual Office Gold and private office tenants)

Accountancy Clinics	Business Advisor Appointments	Legal Clinic
45 minute appointments available on: 2-5pm Wednesday 15 th February 2-5pm Wednesday 11 th April 2-5pm Wednesday 13 th June	1 ½ hour appointments available on: Thursday 12 th January Thursday 26 th January	45 minute appointments available on: 2-5pm Thursday 19 th January 2-5pm Wednesday 21 st March 2-5pm Wednesday 20 th June

Other free Training and Events available to all

HMRC

Book any of the HMRC workshops now at booking site: <http://www.hmrc.gov.uk/bst/advice-teams-area/northtraining.htm>

<p>Thursday 26 January, 9.30am – 12.00 Old Broadcasting House</p>	<p><u>Business Expenses and Capital Allowances</u></p> <ul style="list-style-type: none"> • what allowable business expenses are and how to work out your tax allowances • how to recognise the most common types of allowable business expenses • how to identify allowable and non-allowable business expenses the different ways to work out your motoring expenses • how to correctly work out Capital Allowances for cars, other vehicles and equipment using examples where to find any further information and help you may need <p>Please note: Newly self-employed - the basics and business expenses and Capital Allowances for the self-employed <u>are not applicable to directors of limited companies</u></p>		
<p>Thursday 23 February, 9.30 – 12.00am, 16 Queen Square</p>	<p><u>Newly Self Employed</u></p> <ul style="list-style-type: none"> • Everything you need to know to set up your business and comply with necessary regulations. 	<p>Thursday 23 February, 13.15 – 15.30pm, 16 Queen Square</p>	<p><u>Business Expenses and Capital Allowances</u></p> <ul style="list-style-type: none"> • what allowable business expenses are and how to work out your tax allowances • how to recognise the most common types of allowable business expenses • how to identify allowable and non-allowable business expenses the different ways to work out your motoring expenses • how to correctly work out Capital Allowances for cars, other vehicles and equipment using examples • where to find any further information and help you may need
<p>Thursday 29 March, 9.30 – 12.00am, 16 Queen Square</p>	<p><u>Self-Assessment On Line</u></p> <ul style="list-style-type: none"> • how to register for Self Assessment Online • how to tailor the online tax return to meet your personal requirements • gain an understanding of how to complete the self-employed pages of an online return • how to send the completed return online • other services that are available once you have registered for Self Assessment Online <p>Please note: <u>HMRC recommend you attend this workshop after business expenses and Capital Allowances for the self-employed.</u></p>	<p>Thursday 29 March, 13.15 – 15.30pm, 16 Queen Square</p>	<p><u>Intro to VAT</u></p> <ul style="list-style-type: none"> • how to tell the difference between inputs and outputs • the different rates of VAT and what they apply to • how to add the right amount of VAT to any amount of money and work out how much VAT has been included in any amount of money • how to work out how much VAT you owe or are due back • how to access VAT Online and how to identify what goes where on a VAT Return • how to use the Standard Method of accounting for VAT • where to find further help

Leeds Enterprise Network

QU2 is a founder member of Leeds Enterprise Network, which provides free quarterly networking events for aspiring entrepreneurs offering a chance to promote your business, network and hear from inspiring speakers. The next event is due to take place in mid-February. Please register your place at www.LeedsEnterpriseNetwork.com. Full details will be available on the website shortly.

Progress School

January 12th 2012
February 9th 2012
March 8th 2012

Takes place at 4.00p.m. – 6.00 p.m.
at 16 Queen Square

Progress School provides first class, self-directed and self-managed learning for those looking to make business progress in Leeds.

Feedback from previous Progress Schools is very positive - with people enjoying the relaxed yet powerful format for reflection, development and building relationships with fellow participants. Many find the monthly 2 hour slot for reflection and planning to be a powerful addition to both their professional and personal life.

What - The focus of the sessions will be on building a powerful group, each member of whom is committed to their own development and to supporting the development of other group members. The emphasis will be on 'learning' rather than teaching and training - clarifying learning agendas and developing experiments that will help us to adopt new and more powerful behaviours in our pursuit of progress. The group will be using a structured, proven and tested framework developed by Richard Boyatzis and colleagues - called self-directed leadership learning.

Interested? Please sign up now via QU2 Leeds Progress School Booking Site <http://qu2progress.eventbrite.com>