

Learn Share & Do!

The SIGNAL programme has been designed around your needs and requirements and provides a combination of skills and knowledge development, interactive training, real experiences and mentoring. The programme will assist you and your business to adapt to changes, improve processes and performance to achieve sustainability and long-term growth through Know-How Modules and Events, Breakfast Bite Meetings, Advice Sessions and a bespoke mentor based Business Improvement Programme.

In addition to developing skills and knowledge, all SIGNAL events offer an opportunity to renew or make contacts with other businesses.

As a SFEDI accredited programme, many of the 'Know How' modules offered in this programme may count towards your continuing professional development portfolio. (We will be happy to provide confirmation of attendance on request).

All events are held in the SIGNAL Centre of Business Excellence, 2 Innotec Drive, Balloo Road, Bangor, BT19 7PD, and will start with a light supper. To attend any of the events detailed in this brochure contact the SIGNAL Centre of Business Excellence at the address above or Tel: (028) 9147 3788, Fax: (028) 9147 3485, Email: signaladmin@northdown.gov.uk

SIGNAL Flagship Event

Tuesday 27 September 2011, 11.30am - 2.30pm

Slaying The Dragon

with Levi Roots, creator of Reggae, Reggae Sauce

"Put some music in your business" with Levi Roots the entrepreneur famous for 'Slaying the Dragons!' Over lunch Levi will enthral you with his creativity and passion that turned a sauce sold at Notting Hill Carnival into a business that is going global.

Reggae singer and chef, Levi Roots strummed his way into the Dragon's Den asking for £50,000 to manufacture his spicy Reggae Reggae Sauce. By the time Levi had finished his pitch he had stunned two of the dragons to secure the funding he required and left the DEN with £50,000 and 60% of his business.

Levi's main focus has been to promote the Reggae Reggae brand and the message it symbolises: "I want to spread the word that if a black Brixtonian Rastafarian can make it with just a sauce, then you can make it too."

Always focused and ever motivated, Levi Roots remains true to his inspired mantra of success, 'Put some music in your food!' At lunch you will have the opportunity to hear how it is possible to Slay Dragons and take on the world!

To confirm your place at this exciting event contact:

Felicity Atwell / Karen Lennie

SIGNAL Centre of Business Excellence,

2 Innotec Drive, BANGOR, Co Down, BT19 7PD

TEL: 028 91473788 FAX: 028 91473485

Email: signaladmin@northdown.gov.uk

Location: Clondeboye Lodge Hotel,
Estate Road, Bangor

Tickets: £25 per person or £230 per table of ten

Breakfast Bites!

Cost: Free

Breakfast Bites will be short one hour meetings, to covering a variety of topics in bite-size time. Small groups will learn something new while sharing experiences, advice and networking.

Maximising your Profit Margins

Know How module

Wednesday 12 October 2011, 5.30pm-8.30pm

Cost: £25.00

The overriding most critical factor for any business is making a profit – without it, the business cannot survive. This may seem like an obvious statement, but it is surprising how many businesses do not manage their margins, understand exactly why they sell at the prices they do and do not know what sales are needed to break even or to reach a specific profit margin. This workshop is a must for any business employing staff, with overheads and seeking to successfully manage profit margins.

Workplace Pension Reform

Breakfast Bites

Wednesday 19 October 2011, 8.30am-10.00am

Cost: Free

This free Advice Session is about Employers' responsibilities under the Pensions Act 2008 and the new regulations that will come into force from 2012. It will provide advice on what an acceptable scheme is; how to administer it; what employees are affected by the legislation and an outline of time scales involved. It will also provide information about the penalties involved in non compliance. This is an essential session to help you avoid a legal quagmire.

Is Selling Painful for You?

Know How module

Wednesday 16 November 2011, 5.30pm-9.00pm

Cost: £25.00

For too many the answer to this topic's title is a resounding Yes. As we are all aware, selling skills are not formally taught. Many of us end up being thrown into a sales role with little preparation. There is a common belief that you either a good salesperson or not. This module will guide you to becoming a better salesperson and will give you the confidence to make cold calls and more importantly make sales.

The Entrepreneurial Alternative - A career in self employment

Schools Event

Wednesday 29 November 2011, 10.00am-12 noon

Entrepreneurship can be one of the career options open to school leavers but is one that is rarely fully explored until later years. A successful Entrepreneur will share his insights on being self employed and will discuss the idea of enterprise with local North Down Sixth Formers who will soon be making decisions on career paths post-school.

Building a powerful Brand

Know How Module

Wednesday 7 December 2011 5.30 pm – 9.00pm

Cost: £25.00

The very definition of a brand can be hard to define, and often we think it is only associated with large multinationals, but what exactly is it and is brand building for you? Branding is more than a sexy logo or a great reputation; it differentiates you from other sellers and is the source of your promise to your customers.

If you think about the brands you love it is about the relationship you have with them and how they make you feel.

This Know How module will give you practical tips on how to develop your brand and manage it and why it is important for building your business.

Creating a Digital Marketing Strategy

Know How Module

Wednesday 11 January 2012, 5.30pm-9.00pm

Cost: £25.00

Many companies believe they don't need to have a strong digital marketing strategy to be successful, and while they may be able to maintain or even grow revenue by traditional marketing methods, customers are gradually moving to the internet to make buying decisions. That is why companies without a great digital strategy are not only losing customers to those that do but are not really competing in today's marketplace. This module will provide you with the tools you need to strategically outperform your competition and create results in the marketplace

Essential Spreadsheets for Business

Know How Module

Tuesday 17 January 2012, 9.00am-12noon

Cost: £25.00

A practical, hands-on training session, for users already familiar with Excel, that will allow you to get the most from your software. The session will cover such essentials as: building & editing workbooks, formatting, calculations, and cashflow enabling you to manage your business processes more efficiently.

This session is limited to 10 people only so book early!

Create your own Facebook, LinkedIn, YouTube page

Know How Module

Wednesday 25 January 2012, 5.30pm-9.00pm

Cost: £25.00

Have you decided that your business should have a social media presence but are not sure how to go about developing and more importantly maintaining this?

This Know How module will provide a practical step by step guide on using sites such as LinkedIn to further business, setting up your own Facebook page and Youtube site and how to use these to best effect in business. This will be a very popular module and places very limited so, please book early..

Client Databases – How to use Access

Know How Module

Tuesday 31 January 2012, 9.00am-12noon

Cost: £25.00

A practical hands-on training session that helps you to get the most from your software and will help you to better manage and relate to your customers. This module will give you the skills to design databases that are practical and easy to use. It will also give you the skills to manage information and statistical analysis.



Employment Law

Advice Session

Wednesday 8 February 2012, 5.30pm-8.30pm

Cost: Free

This advice session will provide information on the latest legislation that affects your business. Some of the topics it will cover are: tribunals and how to avoid them; your business versus the law - who has the most rights you or your employees?; adhering to the law without the need to compromise; sickness and holiday leave. This is essential for all businesses employing people either on a full-time or part-time basis.

Who's watching Who? - The Privacy Debate

Know How Module

Wednesday 22 February 2012, 5.30pm-9.00pm

Cost: £25.00

In the workplace there can be difficulty in deciding where the line is between legitimate monitoring of employees for business purposes and unlawful intrusion into employee privacy. An understanding of where this line is, insofar as it relates to employer/employee relationships, will assist businesses in avoiding criminal/civil liability and promote good relationships and mutual understandings between employer and employee.

On the other side of the coin, do you know how well your business is protected from anyone trying to monitor your business activities? Lots of businesses are aware of securing their business premises but what about the security risks of your IT systems, your business data, your staff?

This module will provide participants with the knowledge

of the principles of the Data Protection Act and why, whether looking internally or trying to protect from outside intrusion, you need to know what the limitations and good practices are.

Companies that hold and use personal or commercially sensitive data will benefit from this module.

Getting your Presentation Right

Know How Module

Wednesday 14 March 2012, 5.30pm-9.00pm

Cost: £25.00

When it comes to making a presentation it is so important to get it right yet, so many presenters get it wrong! So how do you go about it, what information do you include, and what will be the effect on your audience? Participants of this interactive Know How Module will leave with a template for preparing both technically and mentally for forthcoming presentations. Primarily geared towards sales presentations, this will assist you to make a better impression with potential customers and engage with your audience to increase your chances of success.

SIGNAL In-Company Business Improvement Programme

What some of the participants say:

"Good programme; makes you think outside your comfort zone and to see new business opportunities. With the mix of mentors the programme covers all angles from business to finance to social networking. Well worth it."

Zebra Distribution

"SIGNAL Business Improvement Programme could be of use to most small and owner run businesses. The cost to benefit ratio is hard to ignore. The course was definitely of value to our business and I would highly recommend it."

VW Horticulture

"The SIGNAL Business Improvement Programme has become an instrumental part of our business over the last 3 years. It has helped us step back from the business & take a subjective view of how we are really doing. It is great to trust SIGNAL that they can deliver top quality Mentors who are driven by a no nonsense approach at a very affordable price." Lifestyle Photography

"I would not speak too highly of this programme and am glad to have been offered the opportunity to participate."

Fingerprint Learning

Designed to help small businesses improve performance, productivity, profitability, competitiveness and sustainability, this innovative and bespoke programme will enable you to build on your strengths, fill in gaps in your understanding and get better results.

To learn how, as a North Down Business, you can benefit from the programme contact:

Clare McGill, SIGNAL on Tel: 028 9147 3788 or
clare.mcgill@northdown.gov.uk



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SIGNAL Event Programme
2011-2012