

BUSINESS MASTERCLASS

TASTER SERIES

*AN ONLINE SERIES OF SHORT
SESSIONS TO UPSKILL YOUR
WORKFORCE.*

BUSINESS MASTERCLASS

TASTER SERIES



**WEEKLY 1 HOUR
TASTER SESSIONS**



**12 WEEK
ONLINE SERIES**



**BUSINESS
GROWTH
ADVICE**



**EXPERT ADVICE,
GUIDANCE &
COACHING**

WHO IS IT FOR?

The series of workshops are funded by ESF so there is no charge* for companies and they are open to firms of all sizes.

All we ask is that the business signs up to the full programme and assigns the most suitable member of staff for each session. Think 'who will get the most out of this and can cascade it back into our firm'?

Companies will gain new skills, helpful advice, information and guidance, not to mention having the unique opportunity to ask questions to our experts in their field.

Masterclass taster series will run for 12 weeks, will take place between 3pm-4pm and will be delivered via zoom. Links for the workshops will be sent out a week ahead of schedule.

*If people would like to attend single sessions instead of the full programme, then these will be charged at £15+vat and need to be paid prior to the workshop starting. In order to qualify for no charges, a member of staff will need to attend all of the Masterclass sessions otherwise fees could be charged.

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MASTERCLASS CALENDAR

<p>07 OCTOBER</p> <p>INTRODUCTION TO INTELLECTUAL PROPERTY</p> <p>CHARLOTTE CLODE, FBC MANBY BOWDLER</p>	<p>14 OCTOBER</p> <p>CRISIS COMPLIANCE</p> <p>JAMES HOWARD, RED ORCHID</p>	<p>21 OCTOBER</p> <p>CREATING THE HEADLINES</p> <p>RUSS COCKBURN, CUCUMBER PR</p>	<p>28 OCTOBER</p> <p>CYBER CRIME & FRAUD AWARENESS</p> <p>TEEJAY NICHOLS NATWEST/RBS</p>
<p>04 NOVEMBER</p> <p>REDUNDANCY SUPPORT POST COVID-19</p> <p>JULIA FITZSIMMONS, FBC MANBY BOWDLER</p>	<p>11 NOVEMBER</p> <p>STRATEGIC PLANNING & FINANCE MANAGEMENT</p> <p>JONATHAN DUDLEY, CROWE</p>	<p>18 NOVEMBER</p> <p>BORED OR BOARD MEETINGS?</p> <p>DAVE PARRY, WELLMEADOW CONSULTING</p>	<p>25 NOVEMBER</p> <p>ADDITIVE MANUFACTURING</p> <p>LEE ADAMSON HK TECHNOLOGIES</p>
<p>02 DECEMBER</p> <p>DIGITAL MARKETING</p> <p>STEVE WATSON, ELEVEN10 CREATIVE</p>	<p>09 DECEMBER</p> <p>INTERNATIONAL TRADE FOR BEGINNERS</p> <p>NORMAN RIKUNENKO, SHROPSHIRE CHAMBER OF COMMERCE</p>	<p>16 DECEMBER</p> <p>RECRUIT & RETAIN THE BEST TALENT FOR YOUR BUSINESS IN LIGHT OF THE NEW NORMAL</p> <p>HANNAH MOUNTFORD, MET RECRUITMENT</p>	<p>23 DECEMBER</p> <p>ORGANISATIONAL RESTRUCTURE & TRAINING OPPORTUNITIES POST COVID</p> <p>BEKKI PHILLIPS, IN-COMM TRAINING</p>

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07
OCTOBER

CHARLOTTE CLODE
FBC MANBY BOWDLER

MASTERCLASS 1

INTRODUCTION TO INTELLECTUAL PROPERTY

FBCMB Partner and Intellectual Property (IP) specialist, Charlotte Clode, will discuss the different types of IP Rights that exist in some way for most businesses; but the protection of which can often be overlooked.

Where IP Rights are an asset of value, the misuse of those Rights by competitors and third parties (including employees) can cause a business legal problems and real financial loss.

This webinar intends to assist delegates to identify what IP Rights might exist within their business so that they can make an informed decision about the appropriate level of protection and settle on the steps they should take to put that business protection in place.

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14
OCTOBER

JAMES HOWARD
RED ORCHID

MASTERCLASS 2

CRISIS COMPLIANCE

James shares his experience of leading a major incident team, responding to a workplace accident that tragically claimed the lives of four colleagues in 2016.

A critical insight, from an organisational perspective into the, different phases of a crisis, emergency services command and control structure(s), complex challenges, competing stakeholder issues, and importance of event horizon scanning, that the audience should consider when developing and reviewing their own crisis incident response frameworks.

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21
OCTOBER

RUSS COCKBURN
CUCUMBER PR

MASTERCLASS 3

CREATING THE HEADLINES

Russ Cockburn has more than 20 years' experience working on both sides of the media divide, first as Editor of Midlands Business Magazine and then latterly leading HCL's PR team and running his own business Cucumber PR.

This has given him a valuable insight into the importance of communications and how SMEs are missing a trick when it comes to promoting their products, services and technologies.

In this 1-hour workshop, he will go back to basics to help you identify key messages, audiences and what makes a 'story for the media'.

From there, he will look at how you execute a successful media campaign, highlighting the importance of building relationships with journalists and maximising coverage through digital marketing.

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28
OCTOBER

TEEJAY NICHOLS
NATWEST /
ROYAL BANK OF
SCOTLAND

MASTERCLASS 4

CYBER CRIME & FRAUD AWARENESS

Fraud and Cyber Crime poses serious financial threats to us all in both our professional and private lives.

You are far more likely to fall victim to fraud or cyber crime than any other kind of crime in the UK and we strongly advocate the best way to fight fraud is to share knowledge and raise awareness.

Our Fraud Awareness Analyst will provide a review of the most common types of cyber-enabled fraud, along with providing plenty of practical advice for you and your business.

- Top threats – Email Scams & Invoice Redirection
- The role social engineering plays in most common fraud types
 - Financial Malware & Phishing
 - Smishing and Vishing
 - Hints and tips on how to stay safe online and beyond

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04
NOVEMBER

JULIA FITZSIMMONS
FBC MANBY BOWDLER

MASTERCLASS 5

REDUNDANCY SUPPORT POST COVID19 - HOW TO LEAD THROUGH REDUNDANCY

Julia Fitzsimmons, FBCMB Partner and Head of Employment Law, will discuss how to carry out a fair redundancy process.

The webinar will consider how employers should manage the selection pool and matrix; the communication strategy in place; and provide guidance for managing individual and collective consultation.

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11
NOVEMBER

JOHNATHAN DUDLEY
CROWE

MASTERCLASS 6

PRACTICAL STRATEGIC PLANNING AND UNDERSTANDING FINANCIAL MANAGEMENT

Johnathan will take you through the importance of strategic planning and how your business can excel with a firm plan in place. He will cover:

- How to set a winning strategic plan for your business
- Advice on creating an action plan to deliver it – a plan is worthless without an action plan

In this session, he will also explore the understanding of financial management. In finance there is a lot of 'jargon' - take this hour to get a feel for what it all means and really understand the finances within the business.

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18
NOVEMBER

DAVE PARRY
WELLMEADOW
CONSULTING

MASTERCLASS 7

BORED OR BOARD MEETINGS?

Having chaired 250 board meetings per year for the last decade, we will summarise the key points that are relevant to Board Meetings and AGMs.

They can be very dry affairs, but they should serve a very serious purpose when running a company. They also form a legal record, which could be critical in defending Directors against claims in the future.

Many SMEs claim they don't need Board Meetings. We challenge that position and explain how we have seen companies positively change when they have been introduced.

What is the difference between a Board Meeting and a Senior Leadership Team Meeting? Can they be one and the same thing? Where does the Strategy Review fit in.

We will cover some of the items from the Effective Meetings session (above), but take more of the perspective of the legal duties, good practice and useful tips and tricks.

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25
NOVEMBER

LEE ADAMSON
HK TECHNOLOGIES

MASTERCLASS 8

3D ADDITIVE MANUFACTURING: APPLICATIONS AND PROCESSES WITHIN INDUSTRY

Lee Adamson, 3D Additive and Software Specialist, will discuss the different types of 3D Additive printing options available within industry and the applications these processes are used within businesses globally.

3D Additive is become a game changer in terms of technology within a variety of all industries and plays an instrumental part in a business's needs from prototyping to manufacturing.

This webinar intends to look at the available options in 3D additive, explaining the concepts used and the applications best suited to each type. This allowing the user to make the best decision in choosing the ideal solution for their business needs.

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02
DECEMBER

STEVE WATSON
ELEVEN10 CREATIVE

MASTERCLASS 9

DIGITAL MARKETING

Marketing is more important than ever in today's ever-changing and hyper-competitive markets. The Digital landscape has changed the way potential customers consume information and find services they are looking for.

You'll be guided on how to get started in what can often be a confusing and overwhelming environment. This course is designed to help you understand what digital marketing is, the tools required and what comprises an effective strategy to help you expand your digital marketing skillset.

This taster will also take an overview into the theory of 'Shared Value Goals' with Paid, Owned and Earned Communications looking at the core areas of :

- Strategy
- Web
- Social
- Email Marketing
- Measuring activity with analytics

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09
DECEMBER

NORMAN RIKUNENKO
SHROPSHIRE CHAMBER
OF COMMERCE
INTERNATIONAL TRADE

MASTERCLASS 10

INTERNATIONAL TRADE FOR BEGINNERS & WHAT HAS CHANGED – ALLOW YOUR BUSINESS TO WORK WHILE YOU SLEEP!

Join us to gain key information on what you need prior to exporting, what to expect and how to make a success of the new business adventure.

Trading abroad has changed in recent years and we are about to see another big change with the UK leaving the EU. Find out what these changes look like or could look like and what benefits there are to your business.

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16
DECEMBER

HANNAH MOUNTFORD
MET RECRUITMENT

MASTERCLASS 11

RECRUIT & RETAIN THE BEST TALENT FOR YOUR BUSINESS IN LIGHT OF THE NEW NORMAL

Hannah is a Senior Consultant at MET Recruitment UK LTD, where she supports businesses across a broad spectrum of sectors and industries with their hiring needs. Hannah will be sharing her guidance and expertise on the market and how to attract and retain the best talent for your business against the difficult backdrop of the 'new normal'.

This webinar is designed to give you an insight into the current recruitment market, discuss top interview techniques during a pandemic and how to effectively market your business to attract the best talent. We will also focus on taking care of your existing workforce to ensure the retention of key skills and expertise throughout these difficult times. This will be an engaging session with questions and conversation welcomed.

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23
DECEMBER

BEKKI PHILLIPS
IN-COMM
TRAINING

MASTERCLASS 12

ORGANISATIONAL RESTRUCTURE & RECOGNISING TRAINING OPPORTUNITIES POST COVID

With many businesses having gone through turmoil of redundancy and restructuring staff roles to move the business forward, skills gaps will be emerging. This session aims to look at the ways to identify the skills gaps and what opportunities are available to businesses to strengthen the team through training.

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