

## MAY 2017

11 <sup>th</sup>	7:30 – 9:30	<p><b>Hereford means Business Breakfast</b></p> <p>Join us for a NEW business networking breakfast in association with our new partners Hereford FC.</p> <p>Over breakfast...</p> <ul style="list-style-type: none"> <li>• Meet new business contacts.</li> <li>• Network and connect with local companies.</li> <li>• Share business success stories.</li> <li>• Get support from trusted business owners.</li> <li>• Discuss business topics that are most affecting you.</li> <li>• Take advantage of the promotional table and bring your brochures and flyers to promote your business.</li> </ul> <p>It's a friendly, informal gathering.</p> <p>Our meetings tend to be busy, lively and productive – and there is certainly no pressure and no 60 second pitch!</p> <p>Please ensure you book your place.</p>	Executive Suite Hereford Football Club Edgar Street Hereford HR4 9JU	<a href="https://www.eventbrite.co.uk/e/hereford-means-business-breakfast-tickets-32464196285?aff=es2">https://www.eventbrite.co.uk/e/hereford-means-business-breakfast-tickets-32464196285?aff=es2</a>	FREE
16 <sup>th</sup>	8:15 – 10:30	<p><b>What If? Are you Prepared for the Unexpected? Introduction to Business Continuity</b></p> <p><i>Business disruptive incidents occur every day. This winter Herefordshire has seen storms bring travel disruption, power outages and flooding. Cyber-attacks and data breaches are increasingly reported in the media but what if one of these events affected you? Are you sure the unexpected won't at best disrupt your business or, at worst close your business?</i></p> <p>Herefordshire Business Continuity Forum have engaged the help of industry experts in business continuity and IT to deliver a</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/what-if-why-business-continuity-tickets-33214151421?aff=es2">https://www.eventbrite.co.uk/e/what-if-why-business-continuity-tickets-33214151421?aff=es2</a>	FREE

## Calendar of Business Support Events

		<p>programme of events that will help you improve the resilience of your business.</p> <p>Councillor David Harlow, Cabinet Member Economy and Corporate Services will be opening this introductory event.</p>			
16 <sup>th</sup>	18:00 – 21:00	<p><b>Business Startup Seminar</b> <i>Thinking of starting or just started a new business?</i> Hereford Business Solutions Centre are pleased to invite you to a FREE business start-up seminar. The event will provide tailored help and support to individuals who want to set up and run their own successful new business.</p> <p>The event will cover a variety of topics including:</p> <ul style="list-style-type: none"> <li>• Is it right for you?</li> <li>• Business Planning</li> <li>• Legal status and legalities</li> <li>• Taxation</li> <li>• Next steps</li> </ul> <p>Aimed at individuals thinking of, or just starting a potential business, the seminar offers a structured approach to identifying opportunities, planning for success and ensuring a better chance of survival.</p> <p>There is no cost to attend but pre-registration is required.</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="http://businesssolutionscentre.co.uk/event/business-startup-seminar-hereford/">http://businesssolutionscentre.co.uk/event/business-startup-seminar-hereford/</a>	FREE
23 <sup>rd</sup> & 24 <sup>th</sup>	10:00 – 16:00	<p><b>Tired of living someone else’s dream?</b> Whether you are a budding entrepreneur, newly formed business or established business wanting to move into high growth, we have a programme to suit you.</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://start2great.co.uk/">https://start2great.co.uk/</a>	FREE * (subject to eligibility)

		<p>Part funded by the European Regional Development Programme the 'Building Business Confidence' programme will provide business support to entrepreneurs, micro, small and medium sized enterprises (SMEs) in the Marches Area.</p> <p><b>Business Startup Workshops</b> <i>Start Ups and New Businesses:</i> A step by step guide to help you set up a profitable business that meets the needs of both you and your customers.</p> <p>Too many businesses fail in the early days due to poor planning and failure to seek expert advice in how to ensure success, from a lack of understanding about cash flow to not spending enough time researching your market. If you want to avoid many of the all too common mistakes made by new businesses, this is for you.</p> <p>This programme is for you if you are:</p> <p>A pre-start up business; A budding entrepreneur who hasn't set up a business yet; A newly formed business that isn't yet trading; A new business - trading but less than a year old.</p> <p><b>Business Start-up Masterclass</b> To register your interest for a Start-up Masterclass please use the link shown.</p>			
23 <sup>rd</sup>	8:00 – 9:30	<p><b>Herefordshire Business Hustings</b> Following the recent announcement of a snap elections, Herefordshire &amp; Worcestershire Chamber of Commerce is offering business leaders in Herefordshire the opportunity to quiz the main political parties ahead of the vote.</p>	The Courtyard Hereford HR4 9YJ	<a href="http://hwchamber.co.uk/events/special-events/herefordshire-business-hustings-23-05-2017">http://hwchamber.co.uk/events/special-events/herefordshire-business-hustings-23-05-2017</a>	FREE

## Calendar of Business Support Events

		<p>The Business Hustings event will see parliamentary candidates and party representatives set out their priorities and debate current business and economic issues. Subjects expected to be covered include labour market, skills, red tape, upfront costs and Brexit, among other topics.</p> <p>Guests will also get the opportunity to network ahead of the debate and enjoy a delicious buffet breakfast.</p>			
25 <sup>th</sup>	9:00 – 13:00	<p><b>Priorities for Media in Herefordshire</b></p> <p>Herefordshire Council’s Cabinet Member for Economy, Cllr David Harlow in partnership with Hereford Business Solutions invites businesses in the creative and digital sectors and policy makers to attend a special free seminar aimed at increasing the strength of this sector. The morning event will conclude with a buffet lunch and networking opportunity.</p> <p>The event will bring together representatives from across Herefordshire and the March’s creative digital and wider creative industries sector, with interest groups and policy makers. It will provide a unique opportunity for all those with a professional interest in Herefordshire’s cultural, media and communications landscape to learn more about opportunities to grow the creative digital sector, to identify facilities and skills gaps, and encourage businesses to work more closely together.</p> <p>The morning will be structured around three panels:</p> <p>Production and workforce development Competitiveness and growing investment</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/seminar-priorities-for-media-in-herefordshire-tickets-33341931615">https://www.eventbrite.co.uk/e/seminar-priorities-for-media-in-herefordshire-tickets-33341931615</a>	FREE

		The future of content in the wider media landscape			
26 <sup>th</sup>	12:00 – 14:00	<p><b>Office 365 Essentials</b></p> <p><i>Do you want to learn how to maximise Microsoft Office 365 for your business?</i></p> <p>Whether you're starting, or looking to improve your skills, our FREE Faster Business training will help you.</p> <p>Faster Business advisor, Richard Evans, will explain how Office 365 links with other Office programs and look into some of the lesser known applications such as Sharepoint, Exchange and Teams.</p> <p>A complimentary lunch and refreshments will be provided for all attendees as well as a time to network.</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/office-365-essentials-tickets-34687127131">https://www.eventbrite.co.uk/e/office-365-essentials-tickets-34687127131</a>	FREE

### JUNE 2017

Date	Time	Event Description	Venue	Booking & Contact Information	Cost
6 <sup>th</sup>	14:00 – 16:00	<p><b>What lies beneath . . .</b></p> <p><i>Are you a business in Rotherwas?</i></p> <p><i>Do you know if your business premises is located on part of the historic munitions site?</i></p> <p><i>Do you know about the Rotherwas Royal Ordnance Factory ?</i></p> <p>Then join us on June 6<sup>th</sup> and find out more about the scale of the Factory and the work undertaken by the thousands of employees during WW1 &amp; WW2. You will also have the opportunity to see the Rotherwas ROF Project exhibition and a chance to show your support. All Herefordshire based businesses are welcome, tea &amp; cake will be available.</p> <p>For further information about the Rotherwas Munitions Factory WW1 &amp; WW2 history please click on the link below</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/what-lies-beneath-tickets-34617609201">https://www.eventbrite.co.uk/e/what-lies-beneath-tickets-34617609201</a>	FREE

## Calendar of Business Support Events

		<a href="https://www.herefordshire.gov.uk/info/200164/herefordshire_archive_and_records_centre/273/rotherwas_munitions_project/2">https://www.herefordshire.gov.uk/info/200164/herefordshire_archive_and_records_centre/273/rotherwas_munitions_project/2</a>			
7 <sup>th</sup>	9:30 – 12:00	<p><b>Green Business Fund Workshop (Herefordshire) – An introduction to Energy Efficiency for SMEs</b></p> <p>The Carbon Trust Green Business Fund is a brand new energy efficiency support service for small and medium-sized companies in England, Wales and Scotland. It provides direct funded support through energy assessments, training workshops, equipment procurement support and up to £10,000 capital contribution towards your energy saving equipment purchase.</p> <p>The two-hour workshops will help small companies across England learn how to identify and implement opportunities to reduce energy costs within their business and make the most of the Fund.</p>	Herefordshire Council Plough Lane Offices Hereford	<a href="https://www.eventbrite.co.uk/e/green-business-fund-workshop-herefordshire-an-introduction-to-energy-efficiency-for-smes-tickets-31258691588?aff=erellivmlt">https://www.eventbrite.co.uk/e/green-business-fund-workshop-herefordshire-an-introduction-to-energy-efficiency-for-smes-tickets-31258691588?aff=erellivmlt</a>	FREE
8 <sup>th</sup>	7:30 – 9:30	<p><b>Hereford means Business Breakfast</b></p> <p>Join us for a NEW business networking breakfast in association with our new partners Hereford FC.</p> <p>Over breakfast...</p> <ul style="list-style-type: none"> <li>• Meet new business contacts.</li> <li>• Network and connect with local companies.</li> <li>• Share business success stories.</li> <li>• Get support from trusted business owners.</li> <li>• Discuss business topics that are most affecting you.</li> <li>• Take advantage of the promotional table and bring your brochures and flyers to promote your business.</li> </ul> <p>It's a friendly, informal gathering.</p>	Executive Suite Hereford Football Club Edgar Street Hereford HR4 9JU	<a href="https://www.eventbrite.co.uk/e/hereford-means-business-breakfast-tickets-32464242423?aff=es2">https://www.eventbrite.co.uk/e/hereford-means-business-breakfast-tickets-32464242423?aff=es2</a>	FREE

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13 <sup>th</sup>	9:00 – 14:00	<p><b>The Business Event 2017 – Herefordshire</b></p> <p>Business support organisations in Herefordshire are joining forces for the first time in 2017 for an unmissable event aimed at helping county enterprises to grow and thrive.</p> <p>The Herefordshire Business Event 2017 will be the largest event dedicated to supporting businesses in every sector, no matter what size they are, in the county.</p> <p>The Free to attend Business Event 2017 will feature:</p> <ul style="list-style-type: none"> <li>• Keynote speakers running multi-million turnover businesses in the region sharing their inspiring stories of success</li> <li>• Workshops on export, business rates and skills and clinics on access to finance and funding</li> <li>• Dedicated Business Support Zone where you can find out more about what’s available for individual businesses including information on grants, mentoring and international trade.</li> <li>• Networking opportunities at lunchtime and throughout the event with coffee and refreshments.</li> <li>• Registration is essential as places on the business workshops are limited.</li> </ul>	Hereford Racecourse Roman Road Hereford HR4 9QU	<a href="https://www.eventbrite.co.uk/e/the-business-event-2017-hereford-racecourse-tickets-33578620558?aff=erellivmlt">https://www.eventbrite.co.uk/e/the-business-event-2017-hereford-racecourse-tickets-33578620558?aff=erellivmlt</a>	FREE
22 <sup>nd</sup> & 23 <sup>rd</sup>	10:00 – 16:00	<p><b>Tired of living someone else’s dream?</b></p> <p>Whether you are a budding entrepreneur, newly formed business or established business wanting to move into high growth, we have a programme to suit you.</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://start2great.co.uk/">https://start2great.co.uk/</a>	FREE * (subject to eligibility)

		<p>Part funded by the European Regional Development Programme the 'Building Business Confidence' programme will provide business support to entrepreneurs, micro, small and medium sized enterprises (SMEs) in the Marches Area.</p> <p><b>Business Startup Workshops</b> <i>Start Ups and New Businesses:</i> A step by step guide to help you set up a profitable business that meets the needs of both you and your customers.</p> <p>Too many businesses fail in the early days due to poor planning and failure to seek expert advice in how to ensure success, from a lack of understanding about cash flow to not spending enough time researching your market. If you want to avoid many of the all too common mistakes made by new businesses, this is for you.</p> <p>This programme is for you if you are:</p> <p>A pre-start up business; A budding entrepreneur who hasn't set up a business yet; A newly formed business that isn't yet trading; A new business - trading but less than a year old.</p> <p><b>Business Startup Masterclass</b> To register your interest for a StartUp Masterclass in Herefordshire please use the link shown</p>			
27 <sup>th</sup>	10:00 – 15:00	<p><b>Ross on Wye Means Business EXPO</b></p> <p>The Ross on Wye Means Business Exhibition, is the destination for businesses to grow and prosper. It's free to attend and offers</p>	The Chase Hotel Gloucester Road Ross on Wye HR9 5LH	<a href="https://www.eventbrite.co.uk/e/ross-on-wye-means-business-expo-2017-tickets-28887743017?aff=es2">https://www.eventbrite.co.uk/e/ross-on-wye-means-business-expo-2017-tickets-28887743017?aff=es2</a>	FREE



		visitors the chance to network with local business owners, plus the chance for you to gain free business advice and support from local organisations and speakers.			
<b>JULY 2017</b>					
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18 <sup>th</sup>	9:30 – 16:30	<p><b>International Exhibitions Skills Masterclass</b></p> <p>Delegates will gain knowledge of how to meet the sales, marketing and international communication needs for business to effectively and confidently prepare for and exhibit at overseas exhibitions. As well as effectively follow up leads gained from</p>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/international-exhibitions-skills-masterclass-hereford-worcester-tickets-32495751668?aff=es2">https://www.eventbrite.co.uk/e/international-exhibitions-skills-masterclass-hereford-worcester-tickets-32495751668?aff=es2</a>	FREE

		<p>trade shows.</p> <p>The master class will also give an understanding the key principles of successfully exhibiting overseas and maximising return on the investment, avoiding expensive pitfalls, the production of an outline exhibition plan and budget in readiness for a forthcoming exhibition.</p> <p>Topics on the day include:</p> <ul style="list-style-type: none"> <li>• Choosing the right exhibition/Trade Show</li> <li>• Planning the exhibition/Trade Show</li> <li>• Researching the markets(s) invitations and timing. Formal timeslots. - OMIS</li> <li>• Use of exhibition organiser's PR and marketing opportunities.</li> <li>• Working to budgets – including all costs.</li> <li>• Maximising the opportunities during the show</li> </ul>			
20 <sup>th</sup>	9:00 – 13:00	<p><b>Web Strategies for Export Masterclass</b></p> <p>A workshop where you will learn how to develop your site to have an international appeal, how to get found in Google and International search engines and how to use social media internationally.</p> <p>You will learn:</p> <ul style="list-style-type: none"> <li>• How to optimise your website for an international audience</li> <li>• How to research your international audience</li> <li>• How to use online tools to gain valuable market insights</li> <li>• How to use social media with an international audience</li> <li>• How to leverage mobile and content marketing to improve your international presence</li> </ul>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/web-strategies-for-export-masterclass-hereford-worcester-tickets-32495409645?aff=es2">https://www.eventbrite.co.uk/e/web-strategies-for-export-masterclass-hereford-worcester-tickets-32495409645?aff=es2</a>	FREE
<b>AUGUST 2017</b>					
Date	Time	Event Description	Venue	Booking & Contact Information	Cost

## Calendar of Business Support Events

23 <sup>rd</sup>	9:00 – 13:00	<p><b>Ecommerce for International Trade Masterclass</b></p> <p>Improve your international online sales</p> <p>Join this workshop to learn how to develop a strategic approach to international e-commerce. We will cover how to select the right software and platform to use and how to sell your products online through alternative channels.</p> <p>You will learn:</p> <ul style="list-style-type: none"> <li>• Which e-commerce platforms are suitable</li> <li>• How to localise your e-commerce website</li> <li>• How to drive more traffic to your website through online advertising</li> <li>• The rise of social commerce</li> <li>• E-marketplace</li> </ul>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/ecommerce-for-international-trade-masterclass-hereford-worcester-tickets-32496226087?aff=es2">https://www.eventbrite.co.uk/e/ecommerce-for-international-trade-masterclass-hereford-worcester-tickets-32496226087?aff=es2</a>	FREE
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### SEPTEMBER 2017

Date	Time	Event Description	Venue	Booking & Contact Information	Cost
26 <sup>th</sup>	9:30 – 16:30	<p><b>Financing Export Masterclass</b></p> <p>This master class will cover the key financial risks facing exporting companies. Themes include foreign exchange, terms and methods of payment and sourcing of finance. This master class is highly recommended to all businesses looking to as export for the first time through to strategic exporters looking to venture to new markets.</p> <p>Topics on the day include:</p> <ul style="list-style-type: none"> <li>• Understanding of the key financial risks facing exporting companies</li> <li>• Developing a strategy for managing export credit risk</li> <li>• Incoterms 2010</li> <li>• Blank Demand Guarantees</li> </ul>	Hereford Business Solutions Centre, Skylon Court, Hereford HR2 6JL	<a href="https://www.eventbrite.co.uk/e/financing-export-masterclass-hereford-worcester-tickets-32501229051?aff=es2">https://www.eventbrite.co.uk/e/financing-export-masterclass-hereford-worcester-tickets-32501229051?aff=es2</a>	FREE

## Calendar of Business Support Events

		<ul style="list-style-type: none"><li>• Choosing the Terms and Methods of Payment</li><li>• Sources of Finance</li><li>• UK Export Finance – An overview of services and supporters for exporters</li><li>• Foreign Exchange – How to manage exchange rate fluctuations</li></ul>			
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