

# InSparation offers support, advice and networking opportunities for enterprising Bath Spa students

If you've got a business idea that you are shaping up, or you want to develop business and networking skills for the workplace, then InSparation events are for you!

Programme of Events **2011 – 2012**

[www.bathspa.ac.uk/business](http://www.bathspa.ac.uk/business)

# Programme of Events 2011 – 2012

Book your place on these workshops online at Bath Spa Plus.

## OCTOBER 2011

### Negotiating & Influencing Skills

Date: Thursday 27 October 2011

Time: 9.30am – 12.30pm

Venue: Main House, Room G.15, Newton Park

This workshop will prepare you for those situations where compromise and a facilitative approach may win you what you want!

### Business Start-up – The Basics

Date: Tuesday 25 October 2011

Time: 1.30pm – 4.30pm

Venue: Main House, Room 1.11, Newton Park

This workshop will introduce you to the essential things you need to do when going into business for yourself – whether as a freelancer, sole trader or setting up a small enterprise.

## NOVEMBER 2011

### How to Structure a Business Plan

Date: Wednesday 02 November 2011

Time: 9.30am – 4.30pm

Venue: Library LY.1.06, Newton Park

Top tips from this one-day workshop will put you on the right track for turning your business idea into reality. For those considering entry to the Business Plan Competition 2012, it is also a useful aid to ensuring you have the content the judges will expect to see.

### Market Research for your Business

Date: Monday 14 November 2011

Time: 1.30pm – 4.30pm

Venue: Main House, Room G.15, Newton Park

Top tips and a practical approach to finding out about your target customers and how to use the information to develop your services for business success.

### Concept to Reality

Date: Wednesday 16 November 2011

Time: 9.30am – 4.30pm

Venue: Main House, Room G.15, Newton Park

An opportunity to discuss and shape your enterprise idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.

### Introduction to Project Management

Date: Tuesday 22 November 2011

Time: 9.30am – 4.30pm

Venue: CV.1.04, Culverhay

This one-day workshop will provide you with essential tools and techniques for running a project effectively and efficiently through a combination of presentation and practical exercises.

### Marketing & Advertising for your Business

Date: Monday 28 November 2011

Time: 9.30am – 12.30pm

Venue: Main House, Room 1.11, Newton Park

Guidance on effective communications to attract customers and how to promote your key messages to them.

## DECEMBER 2011

### Sponsorship & Fundraising for your Enterprise

Date: Thursday 08 December 2011

Time: 1.30pm – 4.30pm

Venue: Library LY.1.06, Newton Park

Learn how to approach the personal and professional challenges involved with approaching people for funding and searching for possible sponsors.

## JANUARY 2012

### Managing the Money Part 1: Financial Recording for your Business

Date: Monday 16 January 2012

Time: 9.30am – 12.30pm

Venue: Compton, Room 1.03, Newton Park

Get to grips with the financial aspects of running a business and find out what records you should be keeping with the help of some advice from an industry expert.

### Managing the Money Part 2: Taxation & Tax Returns for your Business

Date: Monday 16 January 2012

Time: 1.30pm – 4.30pm

Venue: Compton, Room 1.03, Newton Park

An overview of taxes, allowances and reliefs available to new and self-employed businesses, plus a guide to business rates and the basics of how VAT works.

## FEBRUARY 2012

### Intellectual Property Rights (IPR) Clinic

Date: Wednesday 08 February 2012

Time: 11.00am – 3.30pm

Venue: Library LY.1.06, Newton Park

Book a 1-2-1 advice session with an IP expert for clarification on any copyright, trademark, patent, licensing or general intellectual property queries you may have regarding any products or services you are developing.

### Selling Your Services & Closing the Deal

Date: Thursday 23 February 2012

Time: 2.00pm – 5.00pm

Venue: Main House, Room 1.11, Newton Park

Whether intending to freelance, set up a business or be an exceptional employee, this workshop will teach you the necessary art of salesmanship to convince potential customers and clients to invest in your business and buy your goods or services.

## MARCH 2012

### Introduction to Project Management

Date: Tuesday 06 March 2012

Time: 9.30am – 4.30pm

Venue: Main House, Room 1.11, Newton Park

This one-day workshop will provide you with essential tools and techniques for running a project effectively and efficiently through a combination of presentation and practical exercises.

### Presentation Skills Workshop

Date: Wednesday 07 March 2012

Time: 9.30am – 4.30pm

Venue: Library LY.1.06, Newton Park

Whether you need to pitch for business, persuade a potential investor to fund your enterprise, or convince a competition judging panel, this workshop will help you prepare yourself and the content of your presentation for maximum impact.

## APRIL 2012

### Concept to Reality

Date: Friday 27 April 2012

Time: 9.30am – 4.30pm

Venue: Board Room, Sion Hill

An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.

## MAY 2012

### Successful Freelancing in the Creative Industries

Date: Wednesday 09 May 2012

Time: 2.00pm – 5.00pm

Venue: Board Room, Sion Hill

Freelancing can be a rewarding and flexible way of working. This workshop will show you how to go about it, particularly in the context of the very competitive creative industries sector.



Insight and knowledge for your future



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