



Date	Time	Title	Length	Location	Quadrant	Cost	Link
16-Nov	09.30-12.30	Building a Better Image (Brand Identity)	3	Rochford	South	£10	http://bit.ly/2hYz3wF
16-Nov	13.30-16.30	Crisis Management - how to avoid and handle bad publicity	3	Rochford	South	£10	http://bit.ly/2hmf9w
20-Nov	9.30-12.30	Generating Sales - the Art of Cold Calling	3	Chelmsford	Mid	£10	http://bit.ly/2zJt73
20-Nov	13.30-16.30	How to Grow Your Business - the Practicalities	3	Chelmsford	Mid	£10	http://bit.ly/2AnWtCb
24-Nov	09.30-12.30	Strategic Planning for Growth – Being on the Business not in the Business	3	Southend	South	£10	http://bit.ly/2AnQkWB
27-Nov	15.30-17.00	So you think you need a website?	1.5	Online	Online	Free	http://bit.ly/2zuncha
28-Nov	09.30-16.30	Business Growth - Risk Management and SWOT Analysis	6	Colchester	North	£20	http://bit.ly/2iJYFN0
29-Nov	09.30-16.30	Creativity and Innovation processes for Growth	6	Rochford	South	£20	http://bit.ly/2jcdL1T
30-Nov	09.30-12.30	How to do HR with no HR Department	3	Basildon	South	£10	http://bit.ly/2iH7Wpe
05-Dec	09.30-12.30	GDPR (General Data Protection Regulation) How does it impact your Business?	3	Southend	South	£10	http://bit.ly/2zp74jx
05-Dec	12.30-14.00	How to Blog and Vlog	1.5	Online	Online	Free	http://bit.ly/2yk3ibj
05-Dec	13.30-16.30	Implementing Quality Market Research	3	Southend	South	£10	http://bit.ly/2zu4zff
05-Dec	16.00-15.30	Investment Readiness - the Basics	1.5	Online	Online	Free	http://bit.ly/2yk2GhX
05-Dec	09.30-12.30	Strategic Planning for Growth – Being on the Business not in the Business	3	Colchester	North	£10	http://bit.ly/2AnQkWB
06-Dec	15.00-16.30	Building a Better Image (Brand Identity)	1.5	Online	Online	Free	http://bit.ly/2hYz3wF
06-Dec	10.30-12.00	Crisis Management - how to avoid and handle bad publicity	1.5	Online	Online	Free	http://bit.ly/2hmf9w
08-Dec	09.30-12.30	Making Customer Testimonials and Case Studies work for you	3	Tendring	North	£10	http://bit.ly/2iH7uY8
08-Dec	13.30-16.30	Marketing & PR - Surprise Workshop	3	Tendring	North	£10	http://bit.ly/2jceRL3
11-Dec	13.30-16.30	Generating sales - the Art of Cold Calling	3	Colchester	North	£10	http://bit.ly/2zJt73



11-Dec	09.30-12.30	How to Grow Your Business - the Practicalities	3	Colchester	North	£10	http://bit.ly/2AnWtCb
11-Dec	18.00-19.00	Product Safety Ask the Expert online	1	Online	Online	Free	http://bit.ly/2ziUdci
11-Dec	09.30-16.30	The Next Generation of Business -Keeping it in the Family	6	Harlow	West	£20	http://bit.ly/2hgr4Kr
11-Dec	09.30-12.30	Winning Work - What you need to know	3	Rochford	South	£10	http://bit.ly/2hjdmGx
13-Dec	09.30-12.30	Crisis Management - how to avoid and handle bad publicity	3	Uttlesford	West	£10	http://bit.ly/2hmf9w
13-Dec	13.30-16.30	Marketing & PR - Surprise Workshop	3	Uttlesford	West	£10	http://bit.ly/2jceRL3
18-Dec	10.00-11.00	Alternative Finance (Online)	1	Online	Online	Free	http://bit.ly/2yk2GhX
05-Jan	14.00-15.00	Product Safety Ask the Expert (online)	1	Online	Online	Free	http://bit.ly/2ziUdci
10-Jan	09.30-16.30	Proving your Market and the Product Development Process	6	Braintree	North	£20	http://bit.ly/2hWQ5ej
11-Jan	09.30-12.30	Alternative finance	3	Epping Forest	West	£10	http://bit.ly/2yk2GhX
11-Jan	13.30-16.30	Investment Readiness - can you raise the finance you need?	3	Epping Forest	West	£10	http://bit.ly/2yk2GhX
12-Jan	09.30-12.30	Filming on Your Own Device	3	Maldon	Mid	£10	http://bit.ly/2yMxMmz
12-Jan	13.30-16.30	Marketing & PR - Surprise Workshop	3	Maldon	Mid	£10	http://bit.ly/2jceRL3
13-Jan	10.00-17.00	Business Growth - Risk Management and SWOT analysis	6	Thurrock	South	£20	http://bit.ly/2ijYFN0
13-Jan	10.00-11.30	Marketing & PR - Surprise webinar	1.5	Online	Online	Free	http://bit.ly/2jceRL3
16-Jan	12.30-14.00	How to Get People Saying Good things about your Business	1.5	online	Online	Free	http://bit.ly/2m7qj1T
16-Jan	9.30-12.30	Planning Effective Meetings	3	Epping Forest	West	£10	http://bit.ly/2AnXavh
19-Jan	09.30-16.30	Creativity and Innovation processes for Growth	6	Braintree	North	£20	http://bit.ly/2jcdL1T
23-Jan	09.30-12.30	Winning Work - What you need to know	3	Tendring	North	£10	http://bit.ly/2hjdmGx
24-Jan	15.00-16.30	Can you Raise the Finance you Need?	1.5	Online	Online	Free	http://bit.ly/2yk2GhX



25-Jan	13.30-16.30	Alternative Finance	3	Castle Point	South	£10	http://bit.ly/2yk2GhX
25-Jan	09.30-12.30	General Data Protection Regulation- GDPR How does it impact your Business?	3	Epping Forest	West	£10	http://bit.ly/2zp74jx
25-Jan	09.30-12.30	Investment Readiness	3	Castle Point	South	£10	http://bit.ly/2yk2GhX
25-Jan	08.00-10.00	Should my business be considering IP?	2	Thurrock	South	Free	http://bit.ly/2hXkadY
29-Jan	09.30-12.30	How to Get People Saying Good things about your Business	3	Harlow	West	£10	http://bit.ly/2m7qJ1T
29-Jan	13.30-16.30	Marketing & PR - Surprise Workshop	3	Harlow	West	£10	http://bit.ly/2jceRL3
30-Jan	09.30-12.30	HR Practices How to do HR with no HR Department	3	Brentwood	Mid	£10	http://bit.ly/2iH7Wpe

This Essex Business Workshop Programme is funded by [BEST Growth Hub](#) and is being delivered by LAR Consultancy in partnership with Essex Innovation Programme mentors. An administration cost of £10 applies to all 3 hour workshops and £20 for 6 hour ones. All online training and 2 hour workshops are free.

The full workshop programme along with more information and online booking can be accessed here: <https://goo.gl/4CJfRS>

More workshops will be added for February and March - we also have some 'register your interest ' workshops. If you would be interested in attending any of the workshops below please email eip@essex.gov.uk with the title, preferred location and time of day:

1. Allergens in Food (Online or workshop),
2. Brand Matters,
3. Do I need to think about Diversifying?,
4. Innovating your Services,
5. Keeping up with the competition,
6. Latest Business Scams to look out for (Online),
7. Selling Online (online),
8. Creating PR stunts,
9. Filming on Your Own Device,
10. Making yourself Memorable

If you have any questions about the workshops or would rather book over the phone please email eip@essex.gov.uk