

# AD:VENTURE EVENTS CALENDAR

12-Oct-18

Key	
BUSINESS BYTES	2 Hrs or Less
WORKSHOPS	3 Hrs to Full Day
PROGRAMME	More than one day

## THINK BIG... THINK AD:VENTURE

Funded support for growth focussed businesses

(less than 3 years old)



Date	Event Type	Title	Description	Link	Delivery Partner	LOCATION
15-Oct	Business Byte	Business Workshop in Leeds – Mastering a Cash Flow & Sales Forecast	Each week our specialist experts will take you through the various aspects of starting a small business, including developing a business plan to ensure a smooth and successful launch. SESSION 4 of 4	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-leeds-mastering-a-cash-flow-sales-forecast/153962880/">https://ad-venture.org.uk/adventure-events/business-workshop-in-leeds-mastering-a-cash-flow-sales-forecast/153962880/</a>	CORE	Leeds
16-Oct	Business Byte	Marketing for Growth – Huddersfield Business Pathway	Discover how to plan and implement marketing activity more effectively. Expect to leave this fast paced and interactive session with a better understanding of: <ul style="list-style-type: none"> <li>•propositions and target markets</li> <li>•how to carry out market research</li> <li>•how to set a pricing structure</li> </ul> •promotional tools such as PR, advertising and direct mail <ul style="list-style-type: none"> <li>•how to develop a brand</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/marketing-for-growth-huddersfield-business-pathway/1539685800/">https://ad-venture.org.uk/adventure-events/marketing-for-growth-huddersfield-business-pathway/1539685800/</a>	Bradford University	Huddersfield
18-Oct	Business Byte	Business Bite Workshop in Selby – Networking Skills	Join us at our Business Bite Workshop there will be an opportunity to network over a buffet lunch followed by an interactive presentation on Networking Skills	<a href="https://ad-venture.org.uk/adventure-events/business-bite-workshop-in-selby-networking-skills/1539855000/">https://ad-venture.org.uk/adventure-events/business-bite-workshop-in-selby-networking-skills/1539855000/</a>	CORE	Selby
19-Oct	Business Byte	Communication Taster Session	This two hour workshop is aimed at those businesses who are looking to learn about the tools and techniques to market and communicate your business, its products and services.	<a href="https://ad-venture.org.uk/adventure-events/communication-taster-session/1539957600/">https://ad-venture.org.uk/adventure-events/communication-taster-session/1539957600/</a>	Leeds Beckett University	Leeds
23-Oct	Business Byte	Huddersfield Business Pathway: Building Business Relationships	Develop confidence and pick up practical tips on how to build long-lasting, fruitful relationships which will enable you and your business to flourish. Expect to leave this session with the knowledge to: <ul style="list-style-type: none"> <li>•map out your networks</li> <li>•understand key roles within networks</li> <li>•tailor your messages to different audiences</li> <li>•build rapport</li> <li>•develop rewarding business relationships</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-building-business-relationships/1540288800/">https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-building-business-relationships/1540288800/</a>	Bradford University	Huddersfield
23-Oct	Workshop	Build a Website for your Business – No coding skills required!	Do you need to build a website for your business but not sure where to start? Would you rather do it yourself than paying someone else? Do you want the tools to be able update your own website as often as you like, and when you like? We can help!	<a href="https://ad-venture.org.uk/adventure-events/build-a-website-for-your-business-no-coding-skills-required/1540315800/">https://ad-venture.org.uk/adventure-events/build-a-website-for-your-business-no-coding-skills-required/1540315800/</a>	Leeds Trinity University	Leeds
25-Oct	Workshop	Why your customers buy?	Interactive workshop where you will focus on understanding the driving factors behind customer purchasing decisions. You will learn to use the Value Proposition Canvas as a tool to promote your business from your customers viewpoint!	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-why-your-customers-buy-2/1540459800/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-why-your-customers-buy-2/1540459800/</a>	CORE	Bradford
26-Oct	Business Byte	Digi Breakfast Seminar	This second breakfast seminar will focus on maximising client value through repeat business with a speaker from Snowflake Media providing information on the latest strategies and how to test results regardless of business size.	<a href="https://ad-venture.org.uk/adventure-events/digi-breakfast-seminar/1540540800/">https://ad-venture.org.uk/adventure-events/digi-breakfast-seminar/1540540800/</a>	Leeds Beckett University	Halifax
30-Oct	Workshop	Basics of Social Media in York	Every business these days can benefit from social media. They just need to understand which platforms can work for their business & how to develop a social media strategy to make it all come together. This workshop is the perfect introduction to Social Media for Business.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-york-basics-of-social-media/1540891800/">https://ad-venture.org.uk/adventure-events/business-workshop-in-york-basics-of-social-media/1540891800/</a>	CORE	York
30-Oct	Programme	Scaling Up Your Business - DAY 1	This two day programme will help you to: <ul style="list-style-type: none"> <li>•Attract and keep the right people as you grow</li> <li>•Understand how to build and retain the business culture you want</li> <li>•Clearly define operational processes that are designed for growth</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/scaling-up-your-business/1540891800/">https://ad-venture.org.uk/adventure-events/scaling-up-your-business/1540891800/</a>	Leeds Beckett University	Halifax
31-Oct	Workshop	Finance for your Business	This event will help you understand what kind of investment or finance is right for you, as well as telling you what financial support is out there right now for businesses in the region. You will also learn what makes a good application for funding and what documentation you should expect to provide.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business-2/1540978200/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business-2/1540978200/</a>	CORE	Bradford
01-Nov	Business Byte	Presentation Skills	Join us at our Business Bite Workshop there will be an opportunity to network over a buffet lunch followed by an interactive presentation on Presentation Skills	<a href="https://ad-venture.org.uk/adventure-events/business-bite-workshop-in-leeds-presentation-skills-2/1541064600/">https://ad-venture.org.uk/adventure-events/business-bite-workshop-in-leeds-presentation-skills-2/1541064600/</a>	CORE	Bradford
02-Nov	Programme	The Art of Selling - DAY 1	This two day programme will help you to: <ul style="list-style-type: none"> <li>•Identify your customers' real needs</li> <li>• Develop a great sales pitch which will help convert customer interest into actual sales</li> <li>• Create a structured approach to the sales process, understanding the 'how to' as well as the 'what to do' when it comes to sales activities                             <ul style="list-style-type: none"> <li>• Introducing negotiation principles and closing a sale</li> </ul> </li> <li>• Take part in interactive and practical activities to help boost your confidence and belief in your sales ability.</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/the-art-of-selling-2/1541151000/">https://ad-venture.org.uk/adventure-events/the-art-of-selling-2/1541151000/</a>	Leeds Beckett University	Halifax
06-Nov	Programme	Scaling Up Your Business - DAY 2	This two day programme will help you to: <ul style="list-style-type: none"> <li>•Attract and keep the right people as you grow</li> <li>•Understand how to build and retain the business culture you want</li> <li>•Clearly define operational processes that are designed for growth</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/scaling-up-your-business/1540891800/">https://ad-venture.org.uk/adventure-events/scaling-up-your-business/1540891800/</a>	Leeds Beckett University	Halifax
06-Nov	Business Byte	Huddersfield Business Pathway: Practical Sales Techniques	Forget outdated, high pressure sale techniques. Instead, discover the natural fit between a need and your product or service. Expect to leave this insightful session with your own step-by-step guide to: <ul style="list-style-type: none"> <li>•simple sales strategies</li> <li>•the buying and selling process</li> </ul> •end to end sales, including starting a sales conversation, handling objections and the all-important close <ul style="list-style-type: none"> <li>•handling customer data</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-practical-sales-techniques/1541498400/">https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-practical-sales-techniques/1541498400/</a>	Bradford University	Huddersfield
06-Nov	Workshop	Marketing Masterclass	Led by digital strategist Jonny Ross from Fleek Marketing (one of Yorkshire Business Insider's '42 under 42'), this 3 hour marketing masterclass gives an overview of all the main marketing channels and social media platforms, explaining how to use them and exploring which ones are best to reach different target audiences.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-marketing-masterclass/1541496600/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-marketing-masterclass/1541496600/</a>	CORE	Bradford
09-Nov	Programme	The Art of Selling - DAY 2	This two day programme will help you to: <ul style="list-style-type: none"> <li>•Identify your customers' real needs</li> <li>• Develop a great sales pitch which will help convert customer interest into actual sales</li> <li>• Create a structured approach to the sales process, understanding the 'how to' as well as the 'what to do' when it comes to sales activities                             <ul style="list-style-type: none"> <li>• Introducing negotiation principles and closing a sale</li> </ul> </li> <li>• Take part in interactive and practical activities to help boost your confidence and belief in your sales ability.</li> </ul>	<a href="https://ad-venture.org.uk/adventure-events/the-art-of-selling-2/1541151000/">https://ad-venture.org.uk/adventure-events/the-art-of-selling-2/1541151000/</a>	Leeds Beckett University	Halifax
13-Nov	Business Byte	Huddersfield Business Pathway: Taking the stress out of getting paid	Your cash flow is the life blood of your business. Money in the bank is a key enabler for business growth and allows you to invest in company essentials, so effective financial administration is paramount to all businesses. This entertaining and interactive session will show you how to avoid cash flow adversities	<a href="https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-taking-the-stress-out-of-getting-paid/1542067200/">https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-taking-the-stress-out-of-getting-paid/1542067200/</a>	Bradford University	Huddersfield
13-Nov	Programme	Scaling Up Your Business DAY 1	This two day masterclass is aimed at those young businesses who have been set up but are now looking to grow. How do you adapt your business to overcome the challenges that growth can present?	<a href="https://ad-venture.org.uk/adventure-events/scaling-up-your-business-2/1542101400/">https://ad-venture.org.uk/adventure-events/scaling-up-your-business-2/1542101400/</a>	Leeds Beckett University	Leeds
13-Nov	Workshop	Basics of social media	Every business these days can benefit from social media. They just need to understand which platforms can work for their business & how to develop a social media strategy to make it all come together. This workshop is the perfect introduction to Social Media for Business.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-basics-of-social-media/1542101400/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-basics-of-social-media/1542101400/</a>	CORE	Bradford
15-Nov	Workshop	Finance for your Business	This event will help you understand what kind of investment or finance is right for you, as well as telling you what financial support is out there right now for businesses in the region. You will also learn what makes a good application for funding and what documentation you should expect to provide.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business/154274200/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business/154274200/</a>	CORE	Bradford
16-Nov	Programme	The Art of Selling - DAY 1	The sales process is vital to any business, and covers everything from identifying customers and their needs to closing the sale. How can you work through from prospecting to closing sales as effectively as possible?	<a href="https://ad-venture.org.uk/adventure-events/the-art-of-selling-3/1542360600/">https://ad-venture.org.uk/adventure-events/the-art-of-selling-3/1542360600/</a>	Leeds Beckett University	Wakefield

20-Nov	Business Byte	Huddersfield Business Pathway: The Fundamentals of Finance	This 100% practical session leads you through financial terminology and explains how to interpret financial information, enabling you to prepare more meaningful budgets that can make your business more profitable.	<a href="https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-the-fundamentals-of-finance/154270800/">https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-the-fundamentals-of-finance/154270800/</a>	Bradford University	Huddersfield
20-Nov	Programme	Scaling up your business Day 2	This two day masterclass is aimed at those young businesses who have been set up but are now looking to grow. How do you adapt your business to overcome the challenges that growth can present?	<a href="https://ad-venture.org.uk/adventure-events/calling-up-your-business-2/1542101400/">https://ad-venture.org.uk/adventure-events/calling-up-your-business-2/1542101400/</a>	Leeds Beckett University	Leeds
21-Nov	Workshop	Lead Yourself to Success	Why not take a little time out from growing your business in order to seek a way to grow it faster?	<a href="https://ad-venture.org.uk/adventure-events/lead-yourself-to-success/1542799800/">https://ad-venture.org.uk/adventure-events/lead-yourself-to-success/1542799800/</a>	Leeds Trinity University	Leeds
23-Nov	Programme	The Art of Selling - DAY 2	The sales process is vital to any business, and covers everything from identifying customers and their needs to closing the sale. How can you work through from prospecting to closing sales as effectively as possible?	<a href="https://ad-venture.org.uk/adventure-events/the-art-of-selling-3/1542360600/">https://ad-venture.org.uk/adventure-events/the-art-of-selling-3/1542360600/</a>	Leeds Beckett University	Wakefield
27-Nov	Business Byte	Huddersfield Business Pathway: What Makes A Successful Entrepreneur	Explore and refine the skills and behaviours you'll need in your role as a leader in a high growth business. This session will help you to develop as an entrepreneurial leader and influencer.	<a href="https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-what-makes-a-successful-entrepreneur/154312800/">https://ad-venture.org.uk/adventure-events/huddersfield-business-pathway-what-makes-a-successful-entrepreneur/154312800/</a>	Bradford University	Huddersfield
28-Nov	Workshop	Marketing Masterclass	Led by digital strategist Jonny Ross from Fleek Marketing (one of Yorkshire Business Insider's '42 under 42'), this 3 hour marketing masterclass gives an overview of all the main marketing channels and social media platforms, explaining how to use them and exploring which ones are best to reach different target audiences.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-marketing-masterclass-2/1543397600/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-marketing-masterclass-2/1543397600/</a>	CORE	Bradford
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07-Dec	Workshop	Finance for your Business	This event will help you understand what kind of investment or finance is right for you, as well as telling you what financial support is out there right now for businesses in the region. You will also learn what makes a good application for funding and what documentation you should expect to provide.	<a href="https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business-3/1544175000/">https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business-3/1544175000/</a>	CORE	Bradford
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14-Dec	Workshop	Basics of Social Media	Every business these days can benefit from social media. They just need to understand which platforms can work for their business & how to develop a social media strategy to make it all come together. This workshop is the perfect introduction to Social Media for Business.	<a href="https://ad-venture.org.uk/adventure-events/2467/1544779800/">https://ad-venture.org.uk/adventure-events/2467/1544779800/</a>	CORE	Bradford