

AD:VENTURE EVENTS CALENDAR

04-Dec-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)



AD:VENTURE

| Date | Event Type | Title | Description | Link | Delivery Partner | LOCATION |
|--------|---------------|------------------------------------|---|---|--------------------------|----------|
| 05-Dec | Workshop | Marketing for Business Success | PART TWO - In simple-to-understand language, we'll deliver marketing planning and management practice, and how to integrate these concepts into your business plan as actionable strategies that will make a material difference to your performance. | https://ad-venture.org.uk/adventure-events/marketing-for-business-success-november-28-december-5-both-sessions-need-to-be-attended/1544031000/ | Leeds Trinity University | Leeds |
| 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. | https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-finance-for-your-business-3/1544175000/ | CORE | Bradford |
| 07-Dec | Programme | Marketing for Business Success | DAY ONE (TWO DAY COURSE) These workshops are designed for SME's (under 3 years old), who will benefit from learning about how to market their product or service to a customer using a range of low-cost marketing techniques. | https://ad-venture.org.uk/adventure-events/marketing-for-business-success/1544175000/ | Leeds Beckett University | Leeds |
| 07-Dec | Business Byte | Business MOT Day | <ul style="list-style-type: none"> Discuss your business needs in detail with a member of our team Critically reflect on your business performance and potential for growth <ul style="list-style-type: none"> Sound out ideas with someone independent Identify key action areas to enable your business to increase turnover, create jobs and develop products and services. | https://ad-venture.org.uk/adventure-events/business-mot-day-halifax/ | Leeds Beckett University | Halifax |
| 10-Dec | Business Byte | Business MOT Day | <ul style="list-style-type: none"> Discuss your business needs in detail with a member of our team Critically reflect on your business performance and potential for growth <ul style="list-style-type: none"> Sound out ideas with someone independent Identify key action areas to enable your business to increase turnover, create jobs and develop products and services. | https://ad-venture.org.uk/adventure-events/2608/ | Leeds Beckett University | Leeds |
| 13-Dec | 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. | https://ad-venture.org.uk/adventure-events/business-workshop-in-bradford-marketing-masterclass-3/1544093400/ | CORE | Bradford |
| 14-Dec | Workshop | Marketing for Business Success | DAY TWO (TWO DAY COURSE) These workshops are designed for SME's (under 3 years old), who will benefit from learning about how to market their product or service to a customer using a range of low-cost marketing techniques. | https://ad-venture.org.uk/adventure-events/marketing-for-business-success/1544175000/ | Leeds Beckett University | Leeds |
| 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. | https://ad-venture.org.uk/adventure-events/2467/1544779800/ | CORE | Bradford |
| 2019 | Programme | Northern Max 2 - Digital | This programme supports the competitiveness of digital businesses by providing support with access to innovation, investment, technical and business expertise to grow and scale their businesses. Open regionally for digital and tech business. | https://ad-venture.org.uk/northernmax2/ | Bradford Council | Bradford |
| 16-Jan | Programme | Developing Your Brand | BRADFORD BUSINESS PATHWAY Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer. | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 23-Jan | Programme | Digital KnowHow | BRADFORD BUSINESS PATHWAY Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer. | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 24-Jan | Workshop | Leeds Trinity Business Advice Café | Do you have a specific question about your business that you'd like to ask an expert? Would you like some advice about how to market your product, create a PR campaign, price your products, understand cash flow and budgets, how to register your intellectual property or just someone to run your business idea by to see if it is viable? | https://ad-venture.org.uk/adventure-events/leeds-trinity-business-advice-cafe/ | Leeds Trinity University | Leeds |
| 30-Jan | Programme | Marketing for Growth | BRADFORD BUSINESS PATHWAY Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer. | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 31-Jan | Programme | Social Media Breakfast Club | Going Social – Thursday, 31 January <ul style="list-style-type: none"> Why Twitter is the best place to start Hashtags, how to find them, how to use them Finding your audience and getting their attention Lists – Twitter's secret killer feature What to tweet. | https://ad-venture.org.uk/adventure-events/social-media-breakfast-club-31-january-11-april-6-sessions/ | Leeds Trinity University | Leeds |

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| 06-Feb | Programme | Building Business Relationships | <p>BRADFORD BUSINESS PATHWAY</p> <p>Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer.</p> | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 13-Feb | Programme | Practical Sales Techniques | <p>BRADFORD BUSINESS PATHWAY</p> <p>Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer.</p> | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 14-Feb | Programme | Social Media Breakfast Club | <p>Facebook vs LinkedIn – Thursday, 14 February</p> <ul style="list-style-type: none"> •Which platform to use when •Why you need a LinkedIn account. •What is social advertising, how does it work (and how much does it cost)? •Hosted, Earned, Owned and Paid for media •Your LinkedIn profile make-over | https://ad-venture.org.uk/adventure-events/social-media-breakfast-club-31-january-11-april-6-sessions/ | Leeds Trinity University | Leeds |
| 27-Feb | Programme | Taking the Stress Out of Getting Paid | <p>BRADFORD BUSINESS PATHWAY</p> <p>Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer.</p> | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 28-Feb | Programme | Social Media Breakfast Club | <p>Visual Media – Thursday, 28 February</p> <ul style="list-style-type: none"> •Pinterest, Instagram and Snapchat – Which one is right for you and your customers? •How to get your content seen •Content planning for visual media •Herding cats – how to get your viewers where you want them •Live video – should you take the plunge? | https://ad-venture.org.uk/adventure-events/social-media-breakfast-club-31-january-11-april-6-sessions/ | Leeds Trinity University | Leeds |
| 05-Mar | Programme | Do-It-Yourself PR Bootcamp (FULL DAY) | <p>BRADFORD BUSINESS PATHWAY</p> <p>Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer.</p> | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 06-Mar | Programme | The Fundamentals of Finance | <p>BRADFORD BUSINESS PATHWAY</p> <p>Our 7 bite size weekly sessions run from 10am to 12:30pm at the well equipped Heaton Mount Conference Centre, with free onsite parking. We are also offering one full day session Tuesday 5 March, which will run from 10am- 4pm. We ask that you aim to attend a minimum of 5 of these high quality, fully funded sessions to feel the full benefit of what we have to offer.</p> | https://ad-venture.org.uk/adventure-events/2543/ | Bradford University | Bradford |
| 14-Mar | Programme | Social Media Breakfast Club | <p>Blogging for Business – Thursday, 14 March</p> <ul style="list-style-type: none"> •WordPress versus Medium (other platforms are available) •Finding your voice, finding your audience •57 varieties of blogpost •How to be found – writing for search engines and your audience •Joining the “blogosphere”, finding your business fans | https://ad-venture.org.uk/adventure-events/social-media-breakfast-club-31-january-11-april-6-sessions/ | Leeds Trinity University | Leeds |
| 28-Mar | Programme | Social Media Breakfast Club | <p>Social Media Strategy – Part 1. – Thursday, 28 March</p> <ul style="list-style-type: none"> •Bringing it all together – choosing platforms and planning campaigns •Content and Engagement planning •Using other people’s platforms, reaching other people’s audience •Scheduling tools, editing tools •Curating vs creating content | https://ad-venture.org.uk/adventure-events/social-media-breakfast-club-31-january-11-april-6-sessions/ | Leeds Trinity University | Leeds |
| 11-Apr | Programme | Social Media Breakfast Club | <p>Social Media Strategy – Part 2. – Thursday, 11 April</p> <ul style="list-style-type: none"> •Online Community Management •Measuring Success •Return on Investment for your time and attention •Self-sustaining social media •What if it’s really not working? | https://ad-venture.org.uk/adventure-events/social-media-breakfast-club-31-january-11-april-6-sessions/ | Leeds Trinity University | Leeds |