

# PROGRAMME OF COURSES



DATE	10am to 1pm	2pm to 5pm
<b>Friday 18<sup>th</sup> September</b>	Enrolment/Induction to Swift, 10.00am at the Boship Lions Hotel, <b>Oak Barn Room</b> , Lower Dicker, Hailsham, BN27 4AT	
<b>Friday 2<sup>nd</sup> October</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Graphic design part 1 – formulating brand identity</b> <i>(1 of 2 sessions, second session 11.12.15)</i> <ul style="list-style-type: none"> <li>• Short on screen presentation '10 steps to create your brand identity'.</li> <li>• How to formulate a Mission statement Vision and Values for your business.</li> <li>• Get creative! Create a visual mood board for your brand.</li> </ul> <p><i>Note: please bring any logos/designs you already have with you to the session.</i></p> <p>Facilitator: Annabel Clements</p>	<b>Graphic design part 1 – formulating brand identity</b> <i>(1 of 2 sessions, second session 11.12.15)</i> <ul style="list-style-type: none"> <li>• Short on screen presentation '10 steps to create your brand identity'.</li> <li>• How to formulate a Mission statement Vision and Values for your business.</li> <li>• Get creative! Create a visual mood board for your brand.</li> </ul> <p><i>Note: please bring any logos/designs you already have with you to the session.</i></p> <p>Facilitator: Annabel Clements</p>
<b>Tuesday 6<sup>th</sup> October</b> At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ <b>The Loft</b>	<b>Forming idea and scoping business vision</b> <ul style="list-style-type: none"> <li>• Have I got what it takes?</li> <li>• Researching the idea (&amp; taking the risk).</li> <li>• What are the challenges?</li> <li>• Will my idea work?</li> <li>• Scoping the vision.</li> </ul> <p>Facilitator: Kerry Kyriacou</p>	<b>Pricing</b> <ul style="list-style-type: none"> <li>• Getting the price right.</li> <li>• Mark up and margins.</li> <li>• Calculating gross profit.</li> </ul> <p>Facilitator: Kerry Kyriacou</p>
<b>Friday 9<sup>th</sup> October</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Skype &amp; Skype conferencing</b> <ul style="list-style-type: none"> <li>• How to set up an account.</li> <li>• How to make and receive voice and video calls.</li> <li>• How to share screens.</li> <li>• Finding contacts.</li> <li>• How to set up and hold Conference and video calls.</li> <li>• Sharing screens during Conference calls.</li> </ul> <p>Facilitator: Steve Ward</p>	<b>How to use Power Point and create presentations</b> <ul style="list-style-type: none"> <li>• How to set up a basic PowerPoint presentation.</li> <li>• How to create a slideshow.</li> <li>• How to add pages and basic editing.</li> <li>• How to use templates and varying them.</li> <li>• How to insert graphics and text.</li> </ul> <p>Facilitator: Steve Ward</p>

DATE	10am to 1pm	2pm to 5pm
<b>Tuesday 13<sup>th</sup> October</b> At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ <b>The Loft</b>	<b>Basic steps to setting up a business</b> <ul style="list-style-type: none"> <li>• Managing the business.</li> <li>• How much will the business need to start?</li> <li>• Planning the business.</li> <li>• The basic requirements: Legal Entity &amp; Registering with HRMC.</li> </ul> Facilitator: Kerry Kyriacou	<b>Basic steps to setting up a business</b> <ul style="list-style-type: none"> <li>• Managing the business.</li> <li>• How much will the business need to start?</li> <li>• Planning the business.</li> <li>• The basic requirements: Legal Entity &amp; Registering with HRMC.</li> </ul> Facilitator: Kerry Kyriacou
<b>Friday 16<sup>th</sup> October</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Twitter</b> <ul style="list-style-type: none"> <li>• How to set up a successful online profile.</li> <li>• How to gain new followers.</li> <li>• How to become an expert in your line of business.</li> <li>• How to write relevant tweets.</li> </ul> Facilitator: Lucy Wilkes	<b>Twitter</b> <ul style="list-style-type: none"> <li>• How to set up a successful online profile.</li> <li>• How to gain new followers.</li> <li>• How to become an expert in your line of business.</li> <li>• How to write relevant tweets.</li> </ul> Facilitator: Lucy Wilkes
<b>Tuesday 20<sup>th</sup> October</b> At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ <b>The Loft</b>	<b>Negotiating skills</b> <ul style="list-style-type: none"> <li>• Preparation.</li> <li>• Setting the scene.</li> <li>• The actual negotiation.</li> <li>• Closing the negotiation.</li> </ul> Facilitator: Kerry Kyriacou	<b>Proven techniques for improving sales</b> <ul style="list-style-type: none"> <li>• Pipeline management.</li> <li>• Target Setting.</li> <li>• Sales process management.</li> <li>• Hunters v Farmers.</li> </ul> Facilitator: Kerry Kyriacou
<b>Friday 23<sup>rd</sup> October</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Facebook &amp; Linked in</b> <ul style="list-style-type: none"> <li>• How to create a dynamic facebook page.</li> <li>• How to attract interest to your page.</li> <li>• How write interesting posts.</li> <li>• How to read facebook analytics.</li> </ul> <b>Linked In</b> <ul style="list-style-type: none"> <li>• How to create a professional profile.</li> <li>• How to attract new contacts.</li> <li>• How to write interesting dialogue.</li> <li>• How to use Linkedin to your best advantage.</li> </ul> Facilitator: Lucy Wilkes	<b>Facebook &amp; Linked in</b> <ul style="list-style-type: none"> <li>• How to create a dynamic facebook page.</li> <li>• How to attract interest to your page.</li> <li>• How write interesting posts.</li> <li>• How to read facebook analytics.</li> </ul> <b>Linked In</b> <ul style="list-style-type: none"> <li>• How to create a professional profile.</li> <li>• How to attract new contacts.</li> <li>• How to write interesting dialogue.</li> <li>• How to use Linkedin to your best advantage.</li> </ul> Facilitator: Lucy Wilkes
<b>Tuesday 27<sup>th</sup> and Friday 30<sup>th</sup> October</b>	Half Term, no courses	Half Term, no courses

DATE	10am to 1pm	2pm to 5pm
<b>Tuesday 3<sup>rd</sup> November</b> At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ <b>The Loft</b>	<b>A gentle introduction to finance</b> <ul style="list-style-type: none"> <li>• How to read a set of accounts.</li> <li>• Financial forecasting.</li> <li>• Working with cost and budget.</li> <li>• Managing cashflow.</li> </ul> Facilitator: Phil Green	<b>A gentle introduction to finance</b> <ul style="list-style-type: none"> <li>• How to read a set of accounts.</li> <li>• Financial forecasting.</li> <li>• Working with cost and budget.</li> <li>• Managing cashflow.</li> </ul> Facilitator: Phil Green
<b>Friday 6<sup>th</sup> November</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Excel</b> <ul style="list-style-type: none"> <li>• What is a spreadsheet and how best to use it?</li> <li>• Creating and designing your spreadsheets.</li> <li>• Tips and tricks to make it 'smarter'.</li> <li>• Inserting basic formula for basic calculations.</li> <li>• Copying formula.</li> <li>• Presenting your spreadsheet professionally.</li> <li>• Charting (if time allows).</li> </ul> Facilitator: Sarah Aspinall	<b>Excel</b> <ul style="list-style-type: none"> <li>• What is a spreadsheet and how best to use it?</li> <li>• Creating and designing your spreadsheets.</li> <li>• Tips and tricks to make it 'smarter'.</li> <li>• Inserting basic formula for basic calculations.</li> <li>• Copying formula.</li> <li>• Presenting your spreadsheet professionally.</li> <li>• Charting (if time allows).</li> </ul> Facilitator: Sarah Aspinall
<b>Wednesday 11<sup>th</sup> November</b> <i>(please note different day of week)</i> At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ <b>The Loft</b>	<b>Time Management</b> <ul style="list-style-type: none"> <li>• Identify how you spend and where you focus your time at work.</li> <li>• Review of models that can be used to help manage time more effectively.</li> <li>• The importance of Delegation.</li> <li>• How delegation can be used to create more time.</li> </ul> Facilitator: Annabel Shilton	<b>Presentation skills</b> <ul style="list-style-type: none"> <li>• Learn the basic principles of an effective presentation.</li> <li>• Developing impact and presence.</li> <li>• Understanding different learning styles.</li> <li>• Prepare and deliver a great presentation!</li> </ul> Facilitator: Annabel Shilton
<b>Friday 13<sup>th</sup> November</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Web design part 1 – planning</b> <i>(1 of 2 sessions, second session 04.12.15)</i> <ul style="list-style-type: none"> <li>• Why is a website important for my business?</li> <li>• Research, checking the competition.</li> <li>• Choosing a domain/site name.</li> <li>• Planning your website's structure.</li> <li>• Navigating your site, menus, links.</li> <li>• Creating a web hosting account.</li> </ul> Facilitator: John Gaunt	<b>Web design part 1 – planning</b> <i>(1 of 2 sessions, second session 04.12.15)</i> Why is a website important for my business? <ul style="list-style-type: none"> <li>• Research, checking the competition.</li> <li>• Choosing a domain/site name.</li> <li>• Planning your website's structure.</li> <li>• Navigating your site, menus, links.</li> <li>• Creating a web hosting account.</li> </ul> Facilitator: John Gaunt

DATE	10am to 1pm	2pm to 5pm
<p><b>Tuesday 17<sup>th</sup> November</b>            At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ  <b>The Loft</b></p>	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Competitor analysis.</li> <li>• Understanding your markets.</li> <li>• Finding &amp; keeping the customers.</li> <li>• Marketing the business.</li> <li>• Getting yourself noticed.</li> <li>• Web development.</li> <li>• Sales planning.</li> </ul> <p>Kerry Kyriacou</p>	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Competitor analysis.</li> <li>• Understanding your markets.</li> <li>• Finding &amp; keeping the customers.</li> <li>• Marketing the business.</li> <li>• Getting yourself noticed.</li> <li>• Web development.</li> <li>• Sales planning.</li> </ul> <p>Kerry Kyriacou</p>
<p><b>Friday 20<sup>th</sup> November</b></p>	<p>No course</p>	<p>No course</p>
<p><b>Tuesday 24<sup>th</sup> November</b>            At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ  <b>The Loft</b></p>	<p><b>Customer care</b></p> <ul style="list-style-type: none"> <li>• Knowing my most profitable customers.</li> <li>• Setting levels of service.</li> <li>• Adapting Management styles to the changing requirements of the Customer.</li> <li>• Gathering Feedback.</li> </ul> <p>Facilitator: Kerry Kyriacou</p>	<p><b>Employment law/do's &amp; don'ts</b></p> <ul style="list-style-type: none"> <li>• Employment Law, do's and don'ts/contracts.</li> <li>• Employment status – different types of workers; deciding what is right for your business.</li> <li>• Employment myths – the urban myths that you don't need to worry about.</li> <li>• Employee rights – the key points that you do need to be aware of.</li> <li>• Offers and Contracts – the documents you will need and what they must include.</li> </ul> <p>Facilitator: Catherine Parsons</p>
<p><b>Friday 27<sup>th</sup> November</b>            At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH  <b>The Karten Room</b></p>	<p>No course</p>	<p><b>Selling on-line</b></p> <ul style="list-style-type: none"> <li>• eCommerce facilities on your own website.</li> <li>• Taking payments online.</li> <li>• Other ways to sell online.</li> </ul> <p>Facilitator: John Gaunt</p>
<p><b>Tuesday 1<sup>st</sup> December</b>            At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ  <b>The Loft</b></p>	<p><b>Dealing with difficult situations</b></p> <ul style="list-style-type: none"> <li>• How to communicate effectively.</li> <li>• Awareness of the games people play.</li> <li>• Social styles and body language.</li> <li>• How to avoid conflict.</li> </ul> <p>Facilitator: Annabel Shilton</p>	<p><b>The power of saying no</b></p> <ul style="list-style-type: none"> <li>• What is assertiveness?</li> <li>• What prevents us being assertive?</li> <li>• Understanding the difference between passive, aggressive and assertive states.</li> <li>• Learning how to say NO!</li> </ul> <p>Facilitator: Annabel Shilton</p>

DATE	10am to 1pm	2pm to 5pm
<b>Friday 4<sup>th</sup> December</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Web design Part 2 - building</b> (2 of 2 sessions) <ul style="list-style-type: none"> <li>• Content, copy, images, multimedia.</li> <li>• Flexible design for computer, tablet and mobile.</li> <li>• Search Engine Optimisation (SEO).</li> <li>• Keeping your site fresh and up to date.</li> <li>• Marketing your website.</li> <li>• DIY or hire someone?</li> </ul> Facilitator: John Gaunt	<b>Web design Part 2 - building</b> (2 of 2 sessions) <ul style="list-style-type: none"> <li>• Content, copy, images, multimedia.</li> <li>• Flexible design for computer, tablet and mobile.</li> <li>• Search Engine Optimisation (SEO).</li> <li>• Keeping your site fresh and up to date.</li> <li>• Marketing your website.</li> <li>• DIY or hire someone?</li> </ul> Facilitator: John Gaunt
<b>Tuesday 8<sup>th</sup> December</b> At Millbrook Garden Centre, Tubwell Lane, Jarvis Brook, Crowborough, East Sussex TN6 3RJ <b>The Loft</b>	<b>One page business plan</b> <ul style="list-style-type: none"> <li>• Vision scoping.</li> <li>• Priorities &amp; Actions.</li> <li>• Goals &amp; Objectives.</li> <li>• SMART Planning – achieving success.</li> </ul> Facilitator: Kerry Kyriacou	<b>One page business plan</b> <ul style="list-style-type: none"> <li>• Vision scoping.</li> <li>• Priorities &amp; Actions.</li> <li>• Goals &amp; Objectives.</li> <li>• SMART Planning – achieving success.</li> </ul> Facilitator: Kerry Kyriacou
<b>Friday 11<sup>th</sup> December</b> At ESDA, 1 Faraday Close, Eastbourne, East Sussex BN22 9BH <b>The Karten Room</b>	<b>Graphic design Part 2 – finalising brand identity</b> (2 of 2 sessions) <ul style="list-style-type: none"> <li>• Short on screen presentation ‘1- steps to bring your brand identity to life.’</li> <li>• One to one sessions looking at your individual branding and website designs.</li> </ul> Facilitator: Annabel Clements	<b>Graphic design Part 2 – finalising brand identity</b> (2 of 2 sessions) <ul style="list-style-type: none"> <li>• Short on screen presentation ‘1- steps to bring your brand identity to life.’</li> <li>• One to one sessions looking at your individual branding and website designs.</li> </ul> Facilitator: Annabel Clements
<b>Tuesday 8<sup>th</sup> March 2016</b> Venue to be confirmed	<b>International Women’s Day and possible date for end of project celebration – please diarise and further information will follow.</b>	