

WEBINAR & WORKSHOP CALENDAR

August 2021

<p><u>Managing Your Paid Search Campaigns</u></p>	<p>Would you like to learn how to optimise your organisation's current paid search activity to get better results? Are you looking for ways to improve the way you manage your existing campaign and your all-important Quality Score? If you are, this workshop has been created to show you how.</p>	<p>3rd August 10am—1pm Workshop</p>
<p><u>What's New in Email Marketing</u></p>	<p>Is email marketing part of your organisation's strategy to deliver targeted messages and engage with customers? Would you like to learn more about emerging email marketing tools and features to look out for in 2021? If you would, this engaging webinar will take you through all the latest developments to help you maximise your campaigns.</p>	<p>3rd August 2pm—4pm Webinar</p>
<p><u>The Rapid Strategy Toolkit: Part 1 - Lean Approach and the Value Proposition Canvas</u></p>	<p>Traditional approaches to strategic thinking (and the business plans that are produced) are failing to meet your pressing and immediate needs. How do you engage your people and create confidence amongst your fellow leaders and supporters when the methods you've historically relied on are no longer working effectively?</p>	<p>4th August 10am—1pm Workshop</p>
<p><u>New to Importing or Exporting</u></p>	<p>An introduction to the fundamentals of correctly declaring your goods to UK Customs covering Classification and Valuation of your goods and the Rules of Origin.</p>	<p>4th August 2pm—3pm Webinar</p>
<p><u>Getting Started with Employee Empowerment and Well-being</u></p>	<p>Are you a business owner, line manager or department leader who is responsible for the motivation and performance in an SME? Would you like to improve your understanding of the business benefits of promoting empowerment, to reduce stress and increase output? If you would, this fascinating session is the perfect way to start.</p>	<p>5th August 10am—12pm Webinar</p>
<p><u>Elevating Your Instagram Business Account: Part 1</u></p>	<p>Over 1 billion people use Instagram, with half of those accessing the platform every day. Is this a platform that your business can afford to ignore?</p>	<p>5th August 1pm—4pm Workshop</p>

WEBINAR & WORKSHOP CALENDAR

August 2021

[How to Use Images on Instagram and Pinterest](#)

Do you want to ensure your organisation makes an impactful 'first visual impression' and that the images you use in your digital communications clearly articulate your brand proposition? Would you like to find out what visual marketing is and learn how to use it effectively in your business? If you would, this webinar should not be missed.

10th August
10am—12pm
Webinar

[Implementing a Digital IT Strategy to Grow your Business: Part 1](#)

Are you looking to introduce new digital processes and systems into your business? Join this two-part action planning workshop to learn how you can improve day-to-day business operations through the implementation of IT Software and Systems. We'll also be covering how to design and implement a digital IT Strategy linked to your business growth and productivity.

10th August
1pm—4pm
Workshop

[The Rapid Strategy Toolkit: Part 2 - The Business Model Canvas and Testing Your Ideas for Success](#)

Traditional approaches to strategic thinking (and the business plans that are produced) are failing to meet your pressing and immediate needs. How do you engage your people and create confidence amongst your fellow leaders and supporters when the methods you've historically relied on are no longer working effectively?

11th August
10am—1pm
Workshop

[Implementing a Digital IT Strategy to Grow your Business: Part 2](#)

Are you looking to introduce new digital processes and systems into your business? This is the second installment of our two-part action planning workshop to learn how you can improve day-to-day business operations through the implementation of IT Software and Systems. We'll also be covering how to design and implement a digital IT Strategy linked to your business growth and productivity.

11th August
2pm—5pm
Workshop

[How to Create a Cash Flow Forecast](#)

Are you a small business owner or finance manager, who is ultimately responsible for financial management within your organisation? Are you keen to elevate your cash flow forecasting knowledge to help safeguard the financial health and future prosperity of your business? If you are, this session is particularly important right now and is not to be missed.

12th August
10am—1pm
Workshop

[Elevating Your Instagram Business Account: Part 2](#)

Over 1 billion people use Instagram, with half of those accessing the platform every day. Is this a platform that your business can afford to ignore?

12th August
2pm—5pm
Workshop

WEBINAR & WORKSHOP CALENDAR

August 2021

<p><u>Managing Your Hybrid Team for Success</u></p>	<p>Are you new to managing a hybrid team? Are some of your team going to continue to work from home whilst others return to the office? Do you want to learn how to get the most from a dispersed team and understand the legal implications? If so, then this 3-hour interactive workshop could be just for you.</p>	<p>18th August 10am—1pm Workshop</p>
<p><u>Marketing Strategy in Practice: Part 1</u></p>	<p>This stimulating workshop guides you through each step of the process of developing your own strategic and tactical marketing plan, to increase your competitive advantage in the marketplace.</p>	<p>19th August 1pm—4pm Workshop</p>
<p><u>Optimise Your Website For Success</u></p>	<p>Are you a business owner or marketer who would like to learn new skills to help you optimise your website to improve its search ranking? If you are, this webinar (which is delivered in two parts) is the ideal way to start your optimisation journey.</p>	<p>25th August 10am—12pm Webinar</p>
<p><u>Marketing Strategy in Practice: Part 2</u></p>	<p>This stimulating 2-part workshop guides you through each step of the process of developing your own strategic and tactical marketing plan, to increase your competitive advantage in the marketplace.</p>	<p>26th August 10am—1pm Workshop</p>
<p><u>Optimising Your WordPress Website</u></p>	<p>WordPress powers about 40% of the web and it's the CMS of choice for many SME's. If your organisation uses WordPress ensuring it is well optimised for both users and search engines is key to standing apart from your competitors.</p>	<p>27th August 10am—1pm Workshop</p>

All the above events are FREE to attend for SMEs based in Derbyshire and Nottinghamshire

[To book visit www.d2n2growthhub.com/events](http://www.d2n2growthhub.com/events)