



FULL PROGRAMME DETAILS

TO BOOK ANY OF THESE WORKSHOPS, CALL THE ISLANDS' PARTNERSHIP ON 01720 424036 or email

enquiries@islandspartnership.co.uk

Places limited to 20 per session; unless indicated otherwise.

All sessions are free to attend. Priority booking for IP members. Advanced booking is essential.

MONDAY 6th MARCH

Session 1: Business Networking Breakfast

Monday 6th March: 8.45am for 9am – 10. 15am

VENUE: Tregarthen's Hotel

IP members' only; booking essential

We kick start Scilly Business Week with a tasty Business Breakfast at Tregarthen's Hotel! Hosted by the Islands' Partnership, this session will be your opportunity to hear from the IP on a number of recent developments, the findings of Scilly's biggest ever visitor survey and our plans for the year ahead. You'll also have the chance to ask questions of both the team and Directors as well as simply having the opportunity to network with fellow members.

We anticipate topics to centre around the new Cultural Destinations project due to start in April, the future of the Tourist Information Centre, book-ability on the Visit Isles of Scilly website, a further update on the Destination Management Plan, marketing activities for 2017 and Scilly's new Food and Drink brand (launching on 7th March). The choice is yours and there's breakfast for those who come!

Session 2: Financial forecasting for non-financial managers

Monday 6th March: 10.45am – 12.45pm

VENUE: Lifelong Learning

Max number 20; booking essential

Need assistance with financial forecasting for your business? Then join this session for non-financial managers led by finance and business consultant, Heather Coupland. She'll provide you with a better understanding of the basics of financial forecasting and take-away tools enabling you to take a proactive role in growing your businesses' profits and planning your working capital needs. You will leave the session with the confidence to create your own forecast so that you can see a future vision of your business in terms of profitability, breakeven and cash flow.

Anyone attending this session will be entitled to private one-to-one consultations with Heather on Monday afternoon or Tuesday. Please register your interest when booking onto the workshop.

Session 3: Everything you need to know about business tax

Monday 6th March: 1.30pm – 2.30pm, followed by a Q&A and/or 1 to 1s

VENUE: Lifelong Learning

Max number 20; booking essential

Join Chartered Tax Adviser and Tax Partner of Robinson Reed Layton, Steve Maggs LLB CTA to improve your tax efficiencies with his talk on "What every business should know about tax". Steve's areas of expertise are succession planning (both personal and corporate), capital tax planning, tax advice and support. This session will help you identify the right company structure for your business growth, tax considerations relevant to where you are in your business lifecycle, tax reliefs and tax considerations of raising funds.

If you'd like private advice from Steve, please let the IP team know when booking your session. Although he may not have time following the workshop, we can facilitate an introduction.

Session 4: Cornwall Chamber of Commerce Round Table

Monday 6th March: 4pm – 5.30pm

VENUE: Tregarthen's Hotel

By invitation only

Kim Conchie, Chief Executive of the Cornwall Chamber of Commerce, invites local businesses to a round-table discussion.

Throughout the day

Business Reviews with Chris Phillips, Senior Connector, CIOS Growth Hub

Chris will be around all of Monday and all of Tuesday – Monday at Lifelong Learning and Tuesday at Tregarthen's Hotel - to meet with any new or existing business owner looking for particular business support and/or funding advice. You can book an appointment to see Chris for a review of your business via the Islands' Partnership, or simply turn up.

The Cornwall & Isles of Scilly Growth Hub provides local businesses or people thinking of starting a business with a single point for accessing a wide range of information and support.

TUESDAY 7th MARCH

Session 5: Launch of new Food & Drink brand for Scilly

Tuesday 7th March: 10.30am – 12noon

VENUE: Tregarthen's Hotel

Numbers limited; booking essential

Join us for the exciting launch of Scilly's brand new Food & Drink brand – the culmination of a three-month project lead by the Islands' Partnership and funded by DEFRA. Managing Director of Cornwall Food & Drink, Ruth Huxley, and leading brand consultant at Wolf Rock Marketing, Phil Gendall, will guide you through the development of the new brand, and associated marketing toolkit, that tells the story behind the islands' food heritage, the provenance of our local produce and the importance of harnessing Scilly's Food & Drink offering as a major draw for new visitors to our islands.

Complimentary lunch will follow, showcasing a selection of Scilly's local produce.

Session 6: Meet the experts for 1-2-1s about your foodie offering

Tuesday 7th March: 2pm – 4pm

VENUE: Tregarthen's Hotel

Numbers limited; booking essential

Take advantage of an afternoon of round-robin expert sessions - an opportunity for our islands' food producers, chefs, restaurateurs and café owners to enjoy one-to-one time with a wealth of foodie-related professionals to discuss issues that face your business... whether it be sourcing a certain type of packaging, labelling information, or the design of point-of-sales materials, environmental health, funding or finance.

This is your chance to consult leading experts, in private, and ask the questions that really matter to you.

Throughout the day

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One-to-Ones with Superfast Business Cornwall

Come and meet specialist advisers Jon Gerrard and Mike Robertson from Superfast Business Cornwall (SFBC) and find out how your business could benefit from the latest digital technologies. They'll be able to review your business's current digital practices and give you practical, impartial advice on how you could be operating and growing your business more efficiently in the future by utilising the latest in digital technology.

WEDNESDAY 8th MARCH

Session 7: Scilly's Voucher Scheme update

Wednesday 8th March: 9am – 9.30am

VENUE: Lifelong Learning

Max numbers 20; booking essential

Catch up with Amy Hiron and Kirsty Graham from the Isles of Scilly Voucher Scheme. Find out if there's more Voucher Scheme funding available; what's hot and what's not in terms of projects that qualify; and whether your business growth plans might be eligible for a financial boost. You'll also get to hear about some of the exciting new business projects to be delivered across the islands.

Session 8: Hitachi Smart Islands Project - what's in it for your business?

Wednesday 8th March: 9.30am – 10.30am

VENUE: Lifelong Learning

Max numbers 20; booking essential

Smarts Islands has arrived on Scilly, with a local team now appointed to deliver sustainable, low carbon and affordable solutions for our islands' infrastructure and utilities issues which can then provide a model for other communities UK-wide. Today's session, led by Hitachi Europe's Smart Cities Energy Group Manager Jonathan Adey, will be an introduction to how businesses are set to benefit from this project and how best they can get involved.

Session 9: How to sell what you sell, better

Wednesday 8th March: 11am – 1pm

VENUE: Lifelong Learning

Max numbers 20; booking essential

How good are you at selling your products or service? Love what you do, but want to drive better sales? This workshop will help to set you on the right path. Beverley Warne, former Sales Director and Managing Director of Cornwall's premier commercial radio station, Pirate FM, is ready to help. She'll not only show you how to better understand why and how customers buy to help you engage more effectively with potential customers and in turn stimulate sales; she will also help you review your offering, and advise on how you present yourself with top tips on language, body language and customer service.

Session 10: Delivering customer service excellence by recruiting and developing a loyal team

Wednesday 8th March: 2pm – 4pm

VENUE: Lifelong Learning

Max numbers 20; booking essential

Hospitality guru Sara Webb makes a welcome return to Scilly, this time to deliver advice on recruiting the right staff for your business, and ensuring they remain loyal and deliver service excellence. With Sara's customer relations track record at Hilton Worldwide, YTL and the Qatar Asian Games, combined with her insatiable enthusiasm, this interactive workshop will help you think about what your customers can expect from your team, and how your business can achieve an even better reputation that will drive it forward.

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THURSDAY 9th MARCH

Session 11: Measuring digital performance effectively

Thursday 9th March: 9.15am – 11.15am

VENUE: Lifelong Learning

Max numbers 20; booking essential

Do you measure your marketing efforts? Do your Facebook posts and ads work hard for your business? Do you ever review response rates for your e-marketing campaigns and work out what could be done better? Expert marketer and all round social media guru, Karen Hoyle makes a welcome return to Scilly Business Week, this year offering practical tips and advice on how to review your digital marketing, how to set it up to achieve results in the first place and where to focus energy for best return. Karen will also give you a glimpse into the digital future.

Session 12: How to plan and manage 24/7 communication

Thursday 9th March: 11.30am – 1pm

VENUE: Lifelong Learning

Max numbers 20; booking essential

From Facebook to blogging and press releases to advertising, the sheer volume of communication possibilities seems endless. Our time though isn't. What should we be prioritising and how can we best juggle the day to day necessities of running a business with being 'out there' and talked about? Sue Bradbury has more than 30 years' experience as a communications specialist as well as a track record of working with businesses on Scilly. In a productive, interactive session, she will look at the plethora of communication tools available and help you avoid the scatter gun approach by choosing what's right for you and your business.

Session 13: Making your website work harder for your business

Thursday 9th March: 2pm – 4pm

[VENUE: Lifelong Learning](#)

Max numbers 20; booking essential

Managing Director of Electric Dialogue, Sam Amps joins us at Scilly Business Week to offer her considerable expertise and experience about websites. This informative and interactive session, with live case studies, will look at three particular areas on how businesses can make their website work harder for them:

- Making sure your website gets found, including content fixes, and new and necessary Google updates to improve your SEO
- How to improve the User Experience of your website so that visitors enjoy their time with you online
- Making your website pay – a look at Conversion Rate Optimisation and the art (and science!) of making sure people who visit your website actually end up as customers.

FRIDAY 10th MARCH

Sessions 14 & 15

Data Protection & Employment Law

[Friday 10th March: 11am - 1pm](#)

[VENUE: Lifelong Learning](#)

Max numbers 20; booking essential

This is a double billing of Cornwall-based solicitors brought to you via CloudLegal Ltd - Yvonne Morris and Zoe Lagadec – who specialise in working with SMEs and micro-businesses.

First up, Zoe, a dedicated employment law solicitor will discuss key aspects of employment contracts, with a particular focus on seasonal workers. She'll offer expert guidance on distinguishing between employees, workers and the self-employed, and why this matters more than ever. There'll also be a discussion of key employment law legislation and recent cases, with practical examples.

Then Yvonne will look at current direct marketing practices under the Data Protection Act 1998. She will look at the practical steps that can be taken to ensure current compliance with data protection rules, particularly around "consent" when you are collecting personal data from your customers and when you send direct marketing communications to them. Specifics will include "Opt-in, Opt-out consent, e-mail and SMS marketing, the soft opt-in, extended data subject rights and practical risk management.

At the end, there will be an opportunity for an open discussion and / or private 1-2-1s.

Session 16: Business surgery with Derek Thomas MP

[Friday 10th March: 2pm – 4pm](#)

[VENUE: Tregarthen's Hotel](#)

Unlimited; booking advisable

Derek Thomas MP will be on Scilly this afternoon to host a surgery for the islands' business owners and residents with business interests. This will be an informal gathering at which Derek will update us on his work to increase the VAT thresholds in rural locations and areas those heavily reliant on tourism, including Scilly. He'll also be happy to discuss issues around transport, the recruitment and retention of employees, and housing needs, and any other aspects that concern or could help Scilly's economic prosperity.

Scilly Business Week 2017 is brought to you by the Islands' Partnership,
with kind support from the Cornwall & Isles of Scilly Growth Hub.

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