

Booking form

Sharing the Flame
February 2008

Masterclasses (Please select those you wish to attend)	
<input type="checkbox"/>	Rethinking Your Business for 2012 – Wednesday 6 February 2008
<input type="checkbox"/>	Why Marketing Matters – Monday 11 February 2008
<input type="checkbox"/>	Bidding for Contracts – Wednesday 20 February 2008
<input type="checkbox"/>	Going International – Monday 25 February 2008

Additional training (Please select those you wish to attend)	
<input type="checkbox"/>	Effective Business Writing
<input type="checkbox"/>	Building Effective Relationships
<input type="checkbox"/>	Presentation Skills
<input type="checkbox"/>	Influencing Others at Work
<input type="checkbox"/>	Managing Improvement
<input type="checkbox"/>	Languages

Personal details	
Name	
Position	
Organisation	
Address	
Postcode	
Telephone	
Email	
Special dietary or access requirements	

Please email completed booking forms to: sharingtheflame@bournemouth.ac.uk or post to Jeanne Basley, Sharing the Flame, Business School, Bournemouth House, Bournemouth University, 19 Christchurch Road, Bournemouth BH1 3LH.



**Bournemouth
University**

The Business School

Sharing the Flame

A series of free masterclasses to help you take advantage of the business opportunities presented by the 2012 Olympic and Paralympic Games.

Taunton February 2008

Holiday Inn Taunton
(adjacent to the M5, Junction 25)
Deane Gate Avenue
Taunton TA1 2UA



Sharing the Flame free masterclasses

Rethinking Your Business for 2012

Wednesday 6 February 2008

All businesses face the challenge of how to remain competitive in a changing world. Those who succeed have almost always taken time out to evaluate their strengths and weaknesses vis-à-vis the competition, to identify how to be the best in the market and to take advantage of opportunities to win new business. This session will also look at the leadership and management skills associated with award winning businesses.

Why Marketing Matters

Monday 11 February 2008

Marketing is more than a logo, an advert or a promotional keyring. It is all about knowing your customers and satisfying their needs. Which of your customers are most important and most profitable today and in the future? How do businesses identify new markets, including those presented by the Olympic and Paralympic Games? This session will also look at why the needs and expectations of customers are changing and how your business can become more customer-focused.

Bidding for contracts

Wednesday 20 February 2008

Bidding for contracts is seen by many as both an art and a science. This masterclass will demystify the process by explaining: how to identify new bidding opportunities, including those presented by the Olympic and Paralympics; why some businesses are successful while others fail at the first hurdle; how to position and promote your business, including the use of e-business techniques; and how to exploit opportunities when your contract comes to an end.

Going International

Monday 25 February 2008

In today's global business playing field, developing an international presence is increasingly important. How then do you appeal to international customers based overseas, or indeed those visiting the UK to attend events such as the Olympic Games? This masterclass looks at how our understanding of going international has evolved in recent years. It identifies how to recognise the needs of different international customers and how to use your business networks to enter new markets.

Free masterclass programme

4.00 – 4.30	Registration, tea/coffee
4.30 – 4.35	Welcome and introduction to the session
4.35 – 5.05	Expert's viewpoint
5.05 – 5.35	SME viewpoint
5.35 – 5.50	Question the panel
5.50 – 6.10	Coffee and buffet
6.10 – 7.10	Workshop – What do I do next?
7.10 – 7.30	Summary and close

All sessions will conclude with the identification of individual action plans which will include additional training needs for each business. A Business Link Advisor will be available at each masterclass to provide help and advice and discuss any issues arising from the session.

Free additional training

We have 300 free places on the following short training courses for local small and medium-sized companies*:

- Effective Business Writing
- Building Effective Relationships
- Presentation Skills
- Influencing Others at Work
- Managing Improvement
- Languages

Training is provided by our partners at locations throughout the region. For more information visit www.bournemouth.ac.uk/sharingtheflame or contact Jeanne Basley by telephone: +44 (0)1202 967218 or by email: sharingtheflame@bournemouth.ac.uk

* restrictions apply