

# Booking form

Sharing the Flame  
November 2007 – January 2008

## Masterclasses (Please select those you wish to attend)

<input type="checkbox"/>	<b>Rethinking Your Business For 2012</b> – Wednesday 12 December 2007
<input type="checkbox"/>	<b>Going International</b> – Wednesday 9 January 2008
<input type="checkbox"/>	<b>Why Marketing Matters</b> – Wednesday 16 January 2008
<input type="checkbox"/>	<b>Bidding for Contracts</b> – Wednesday 23 January 2008

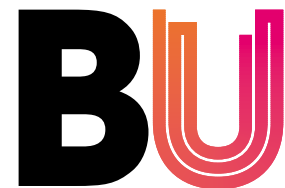
## Additional training (Please select those you wish to attend)

<input type="checkbox"/>	<b>Effective Business Writing</b>
<input type="checkbox"/>	<b>Building Effective Relationships</b>
<input type="checkbox"/>	<b>Presentation Skills</b>
<input type="checkbox"/>	<b>Influencing Others at Work</b>
<input type="checkbox"/>	<b>Managing Improvement</b>
<input type="checkbox"/>	<b>Languages</b>

## Personal details:

<b>Name</b>	
<b>Position</b>	
<b>Organisation</b>	
<b>Address</b>	
<b>Postcode</b>	
<b>Telephone</b>	
<b>Email</b>	
<b>Special dietary or access requirements</b>	

Please email completed booking forms to: [sharingtheflame@bournemouth.ac.uk](mailto: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 local SMEs take advantage of the business opportunities presented by the 2012 Olympic and Paralympic Games.

## Weymouth & Portland December 2007 – January 2008

Weymouth and Portland  
National Sailing Academy  
Osprey Quay, Portland,  
Dorset DT5 1SA



## Sharing the Flame free masterclasses

### Rethinking Your Business for 2012

Wednesday 12 December 2007

All organisations face the continuing challenge of keeping their organisations fit and competitive. Adoption of the Olympics ideal can help organisations to rethink their business, by recognising their strengths and weaknesses vis-à-vis the competition, by striving to be the best in the market and taking advantage of opportunities to win new business. This session will also look at the leadership and management skills associated with award winning SMEs.

### Going International

Wednesday 9 January 2008

In today's global business playing field, developing an international presence is increasingly important. SMEs can find this challenge easier by working with others and recognising that they are already part of larger team. This masterclass looks at how internationalisation has evolved in recent years to focus on the creation of key business relationships and networks and how this can be used in the context of major events like the Olympics.

### Why Marketing Matters

Wednesday 16 January 2008

Marketing is more than a logo, an advert or a promotional key-ring. It is all about knowing who your customers are and satisfying their needs. Organisations need to identify which of their current customers are most important and how to identify new markets including those presented by the Olympic and Paralympic Games. This session will also look at why and how the needs and expectations of customers are changing; and why your business needs to become more customer focused.

### Bidding for Contracts

Wednesday 23 January 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 SMEs 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.

[www.bournemouth.ac.uk/sharingtheflame](http://www.bournemouth.ac.uk/sharingtheflame)

## 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 places on the following short training courses for local SMEs:

- 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 and the restrictions that apply, visit [www.bournemouth.ac.uk/sharingtheflame](http://www.bournemouth.ac.uk/sharingtheflame) or contact Jeanne Basley by telephone: +44 (0)1202 967218 or by email: [sharingtheflame@bournemouth.ac.uk](mailto:sharingtheflame@bournemouth.ac.uk)