

The Creative Scale Up Programme

Timetable of Workshops and Cohort sessions – Cohort 1

Date	Time	Event Type	Area	Workshop Title
21/11/2019	10.00 - 13.00	1st Cohort Meeting	Birmingham	
28/11/2019	10.00 - 13.00	1st Cohort Meeting	Coventry	
06/12/2019	10.00 - 13.00	1st Cohort Meeting	Black Country	
10/12/2019	10.00 - 13.00	Marketing Workshop	Birmingham	Branding and Storytelling – the Story of your Brand
10/12/2019	13.30 - 16.30	Pricing Workshop	Birmingham	The Price is Right, isn't it?
10/12/2019	16.00 - 19.00	Creative Scale Up Christmas Drinks	Birmingham	
08/01/2020	10.00 - 13.00	Intellectual Property	Coventry	Valuing and Pricing your Intellectual Property
09/01/2020	10.00 - 13.00	Recruitment	Coventry	Attracting and Building the Right Team
10/01/2020	10.00 - 13.00	2nd Cohort Meeting	Black Country	
10/01/2020	10.00 - 13.00	2nd Cohort Meeting	Coventry	
10/01/2020	10.00 - 13.00	2nd Cohort Meeting	Birmingham	
14/01/2020	10.00 - 13.00	Marketing	Birmingham	Improving your Web Presence and SEO on a Shoestring Budget
16/01/2020	10.00 - 13.00	Business Modelling	Birmingham	What is the Right Business Model for your CI Business
21/01/2020	10.00 - 13.00	Investor Interest	Black Country	Raising Finance for your CI Business
21/01/2020	13.30 - 16.30	Sales, Pitching etc...	Black Country	Creating the Right First Impression with your new client
23/01/2020	10.00 - 13.00	Leadership	Black Country	Leadership Development
24/01/2020	10.00 - 13.00	Pricing	Birmingham	The Art of Value Based Pricing
28/01/2020	10.00 - 13.00	Marketing	Coventry	Building a Bank of Marketing Assets
30/01/2020	10.00 - 13.00	Negotiation Skills	Black Country	Handling Price Objections and Negotiating with Confidence
04/02/2020	10.00 - 13.00	Talent Development	Black Country	Attracting the Right Talent to your CI Business
05/02/2020	10.00 - 13.00	Contract Law	Birmingham	Understanding Liability for your CI Business
06/02/2020	10.00 - 13.00	Scaling Up	Black Country	How to Scale Up successfully
11/02/2020	10.00 - 13.00	Bid Writing	Black Country	How to win tenders the right way
11/02/2020	13.30 - 16.30	Contract Law	Black Country	Negotiating the best T's and C's in your Contract Pitch
12/02/2020	10.00 - 13.00	Pitching	Coventry	Relationship selling for your CI Business
13/02/2020	10.00 - 13.00	Investor Interest	Birmingham	Applying for Grants
25/02/2020	10.00 - 13.00	Marketing	Black Country	Podcasting – how to create your own podcast
26/02/2020	10.00 - 13.00	Pricing	Coventry	Knowing your Value and Charging your Worth
03/03/2020	10.00 - 13.00	IP	Birmingham	Patents, Copyrights and Trademarks – which is which?
04/03/2020	10.00 - 13.00	Team Building	Birmingham	Building and retaining teams and talent
10/03/2020	10.00 - 13.00	Investor Interest	Coventry	Raising Equity Investment
10/03/2020	13.30 - 16.30	Pitching	Coventry	Stand and Deliver
11/03/2020	10.00 - 13.00	Change Management	Birmingham	Managing Change in your CI Business
17/03/2020	10.00 - 13.00	Pricing	Black Country	Pricing Confidence for your CI Business
18/03/2020	09.30 - 16.00	Marketing	Birmingham	Filming and Editing Marketing Assets
24/03/2020	10.00 - 13.00	Employment Law	Coventry	An Essential guide to employment law for your business
25/03/2020	10.00 - 13.00	Marketing	Black Country	Practical Graphic Design For Your Business
31/03/2020	10.00 - 13.00	IP	Birmingham	Understanding GDPR and Data Protection
02/04/2020	10.00 - 13.00	Investor Interest	Coventry	Debt and Export Funds

Date	Time	Event Type	Area	Workshop Title
02/04/2020	13.30 - 16.30	Export	Coventry	Exporting is Easy
07/04/2020	10.00 - 13.00	Managing Change	Birmingham	Managing Change in your CI Business
07/04/2020	13.30 - 16.30	Business Modelling	Birmingham	What is the Right Business Model for your CI Business
21/04/2020	10.00 - 13.00	Marketing	Birmingham	How to use PR to grow your business
22/04/2020	10.00 - 13.00	Storytelling	Birmingham	Vision Boarding for your CI Business
23/04/2020	10.00 - 13.00	Marketing	Coventry	Work smarter with social media
23/04/2020	13.30 - 16.30	Contract Law	Coventry	Writing a watertight contract
28/04/2020	10.00 - 13.00	How to Scale Up	Birmingham	How to Scale your Business the right way
28/04/2020	13.30 - 16.30	Culture	Birmingham	The Culture of your business can be designed too!
29/04/2020	10.00 - 13.00	Pricing	Black Country	How Value Based Pricing can lead to greater profits
05/05/2020	10.00 - 13.00	New Product Development	Coventry	How to use Innovation to Grow your Business
06/05/2020	10.00 - 13.00	Investor Interest	Black Country	Crowdfunding for your CI Business
12/05/2020	All day	Practice Pitch Session		
14/05/2020	10.00 - 13.00	HR Surgery	Birmingham	A round up of the courses and an opportunity to ask how
19/05/2020	10.00 - 13.00	Pricing	Coventry	How to handle Price Objections
21/05/2020	All day	1st Cohort Showcase Event		

If you believe any of these workshops would be of benefit to you or your Creative Business please fill in our Expression of Interest Form which can be found here: wmca.org.uk/creativescaleup

For any general enquires about the Creative Scale Up Programme please contact the Creative Scale Up Programme Manager Fiona Latter at fiona.latter@wmca.org.uk

