

The Creative Scale Up Programme

Timetable of Workshops

Current Workshops Re-runs of workshops

Date	Time	Event Type	Area	Workshop Title
24/03/2020	10.00 - 13.00	HR	Coventry	An Essential guide to Employment Law
25/03/2020	10.00 - 13.00	Marketing	Black Country	Practical Graphic Design For Your Business
26/03/2020	10:00-13:00	Marketing	Black Country	Branding and Storytelling
26/03/2020	13:30-16:30	Contract Law and IP	Black Country	Managing Price and Cashflow
30/03/2020	13:30-16:30	Value and Pricing	Coventry	The Price is Right isn't it?
31/03/2020	10.00 - 13.00	Contract Law and IP	Birmingham	Understanding GDPR and Data Protection
02/04/2020	10.00 - 13.00	Access to Finance	Coventry	Debt and Export Funds
02/04/2020	13.30 - 16.30	Scale Up	Coventry	Exporting is Easy
07/04/2020	10.00 - 13.00	Scale Up	Birmingham	Managing Change in your CI Business
08/04/2020	10:00-13:00	Marketing	Birmingham	Building a Bank of Marketing Assets
08/04/2020	13:30-16:30	Contract Law and IP	Birmingham	From Price to Termination
09/04/2020	10:00-13:00	Value and Pricing	Black Country	The Art of Value Based Pricing
21/04/2020	10.00 - 13.00	Marketing	Birmingham	How to use PR to Grow your Business
21/04/2020	13:30-16:30	Contract Law and IP	Birmingham	Negotiating Liability
22/04/2020	10.00 - 13.00	Pitching and Presenting	Birmingham	Vision Boarding for your CI Business
22/04/2020	13:30-16:30	Value and Pricing	Birmingham	Negotiating with Confidence
23/04/2020	10.00 - 13.00	Marketing	Coventry	Work Smarter with Social Media
23/04/2020	13.30 - 16.30	Contract Law and IP	Coventry	Writing a Watertight Contract
24/04/2020	10:00-13:00	Scale Up	Black Country	Business Models, Assessment Criteria & Adoption of Ideal Format Enterprises
28/04/2020	10.00 - 13.00	Scale Up	Birmingham	How to Scale your Business the Right Way
28/04/2020	13.30 - 16.30	HR	Birmingham	Managing Change & Creating Contingency Plans
29/04/2020	10.00 - 13.00	Value and Pricing	Black Country	How Value Based Pricing can Lead to Greater Profits
29/04/2020	13:30-16:30	Marketing	Black Country	Improving your Web Presence and SEO on a Shoestring Budget
30/04/2020	10:00-13:00	Contract Law and IP	Coventry	Intellectual Property in Contracts
30/04/2020	13:30-16:30	HR	Coventry	The Recruitment Process
05/05/2020	10.00 - 13.00	Scale Up	Coventry	How to use Innovation to Grow your Business
05/05/2020	13:30-16:30	Marketing	Coventry	Podcasting, how to create your own Podcast
06/05/2020	10.00 - 13.00	Access to Finance	Black Country	Raising Finance for your Business
06/05/2020	13:30-16:30	Access to Finance	Black Country	Crowdfunding for your CI Business
12/05/2020	All day	Showcase Event	TBC	Practice Pitch Session for Showcase Event
13/05/2020	10:00-13:00	Pitching and Presenting	Black Country	First Impressions
13/05/2020	13:30-16:30	Scale Up	Black Country	Managing Change
14/05/2020	10.00 - 13.00	HR	Birmingham	HR Surgery
19/05/2020	10.00 - 13.00	Value and Pricing	Coventry	How to Handle Price Objections
21/05/2020	All day	1st Cohort Showcase Event	Birmingham	
27/05/2020	10:00-13:00	Scale Up	Birmingham	How to Scale Up Successfully

More events on next page

Date	Time	Event Type	Area	Workshop Title
03/06/2020	10:00-13:00	HR	Birmingham	Leadership Development
04/06/2020	10:00-13:00	Scale Up	Coventry	How to Win Tenders the Right Way
09/06/2020	10:00-13:00	Access to Finance	Coventry	Applying for Grants
16/06/2020	10:00-13:00	Pitching and Presenting	Black Country	Relationship Selling
16/06/2020	13:30-16:30	HR	Black Country	Building and Retaining Teams and Talent
23/06/2020	10:00-13:00	HR	Coventry	Employment Law
30/06/2020	10:00-13:00	Access to Finance	Birmingham	Raising Equity Investment
30/06/2020	13:30-16:30	Pitching and Presenting	Birmingham	Stand and Deliver

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

