

## Is your business missing some of the skills it needs for the future?

You are invited to join us at our 'Performance boosting' event especially developed for small to medium size businesses throughout Cornwall on Wednesday 28th October 2009 at Cornwall College Business Conference Suite, Camborne 2.00pm - 4.30pm.

### This event includes:

- Taster sessions from our wide range of performance boosting degree level short courses
- Choose the most relevant taster session for you and your business
- Hear from local businesses who have saved money, increased sales and efficiency through training on our Performance boosting degree level short courses for business
- Network with other SMEs and share good practice
- Take away 5 ways to boost your business from each taster session
- Participate in one to one training advice sessions for you and your business
- Speak to the trainer to get advice on the right course for you
- Book your place and secure funding\*

Places are free to small to medium size businesses including afternoon tea and parking. When booking please state the taster sessions you would like to attend. Places are limited so please book by 12th October 2009, by registering online at [www.ccb.cornwall.ac.uk](http://www.ccb.cornwall.ac.uk), by calling 0800 731 7594 or by emailing [enquiries@ccb.cornwall.ac.uk](mailto:enquiries@ccb.cornwall.ac.uk)

## Programme

2.00pm Arrival, coffee and networking

2.20pm Welcome and introduction

2.30pm Taster sessions or Training advice

Room 1	Room 2	Advice session
<b>Marketing</b> <b>Karen George, Greenlawns Hotel</b> Understand the benefits of talking to your customers and look for gaps in the market to help your business grow.	<b>Finance</b> <b>Gordon Leer, KCS Trade Print Ltd</b> Understanding all aspects of your business finances can help you to identify opportunities for new investment and growth.	Drop-in and speak to an advisor.

3.05pm Taster sessions or Training advice

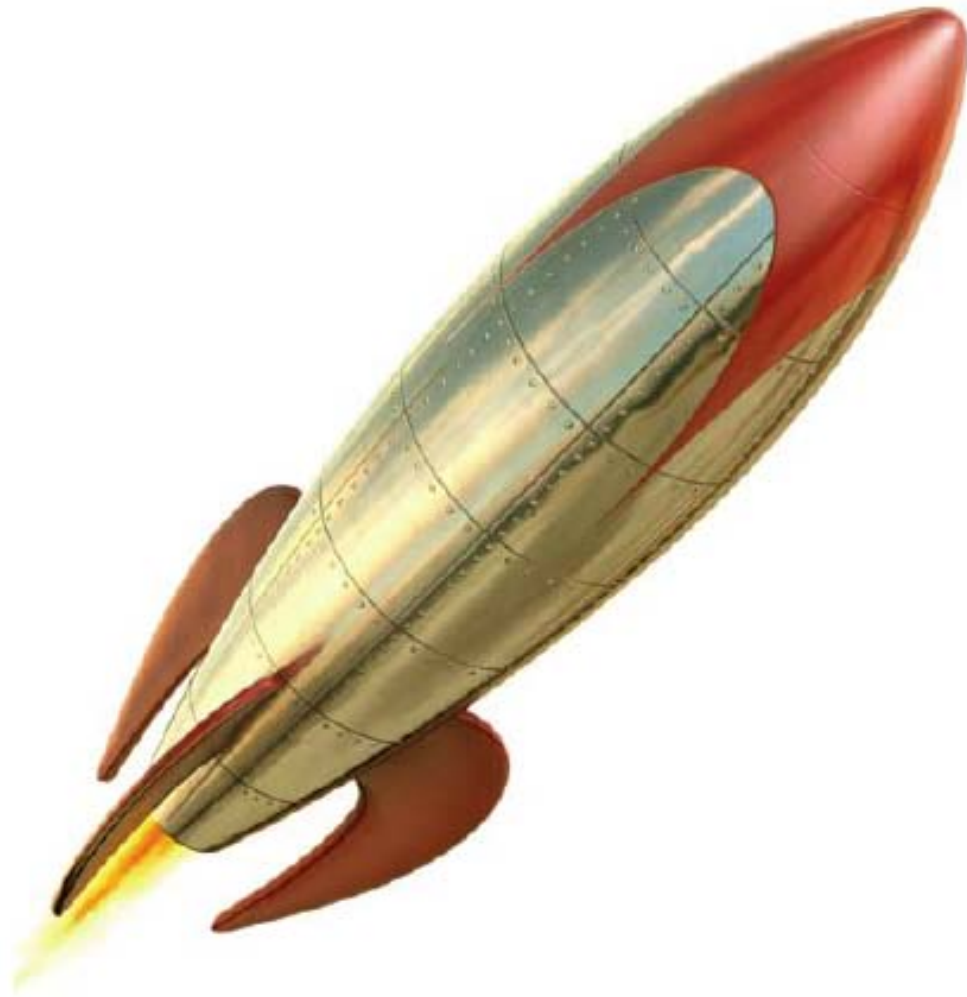
Room 1	Room 2	Advice session
<b>Web &amp; print design</b> <b>Andrew Stone, Oracle Design</b> Ensure that you have the skills to keep your web site up to date and to produce print ready artwork.	<b>Employment law</b> <b>Sarah Goodwin, YMCA</b> Having an overall knowledge of employment law will help you to support your staff and protect yourself and your organisation from costly and damaging legal claims.	Drop-in and speak to an advisor.

3.35pm Afternoon tea, networking and prize draw

4.00pm Taster sessions or Training advice

Room 1	Room 2	Advice session
<b>E-marketing</b> Go online, if you don't sell or promote your business online already you should seriously think about it, as this channel can help your business grow.	<b>Management</b> Motivate your staff and develop your management skills to get ready for recession recovery.	Drop-in and speak to an advisor.

4.30pm Finish



## Does your business need a performance boost?

An event designed for small to medium size businesses, to find out about training and funding to boost your business.

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