

# Workshop Schedule

## Spring 2018



Topic	Session	Date	Presenter	Location
GDPR – General Data Protection Regulation	Full day	Tues 20 February	Guy Lewis	Lincoln
Business efficiencies using Cloud Computing & Applications	Full day	Wed 28 February	Fraser Henderson	Grimsby
Social Media for Business - Masterclass	Full day	Thurs 1 March	Liam Lally	Grantham
Paid For Digital Advertising	Full day	Tues 6 March	Ian Lockwood	Gainsborough
Introduction to Digital Marketing	Full day	Tues 6 March	Kelly Hunstone	Skegness
Email Marketing - Masterclass	Full day	Tues 13 March	Kelly Hunstone	Market Deeping
Selling over the Internet	Full day	Tues 13 March	John Owens	Grantham
Facebook for Business - Masterclass	Full day	Tues 20 March	Liam Lally	Lincoln
GDPR – General Data Protection Regulation	Full day	Wed 21 March	Guy Lewis	Boston
Twitter and LinkedIn for Business – Masterclass	Full day	Tues 27 March	Liam Lally	Gainsborough
Google Analytics – Understand Digital Data	Full day	Wed 28 March	Ian Lockwood	Grantham
Cyber Security and Information Risk Management	Full day	Wed 4 April	Kevin Hawkins	Lincoln
Video Marketing - Masterclass	Full day	Thurs 5 April	Kelly Hunstone	Louth
Attracting website visitors - better results With SEO	Full day	Tues 10 April	Ian Lockwood	Grimsby
Cyber Essentials	Full day	Wed 11 April	Guy Lewis	Lincoln
GDPR – General Data Protection Regulation	Full day	Tues 17 April	Guy Lewis	Grimsby

## Am I eligible?

These workshops are available for businesses, partnerships, sole traders, and registered charities, with a trading address located within Greater Lincolnshire (North Lincolnshire, North East Lincolnshire & Lincolnshire).

To access these workshops, your business must complete an SME enrolment form in order to check the business's eligibility against the funding criteria. (The form will be sent to you on completion of an Eventbrite booking - if one has not already been completed and on file).

As this is a business support focused programme, rather than a skills programme, all workshop/masterclass places are limited to one delegate from each business to ensure we can support as many businesses as possible at each workshop.

Through Eventbrite you are requesting to book a place on a workshop/masterclass and this delegate place will be confirmed via email once the SME Form and eligibility have been checked.

As this is a fully funded business support programme it is delivered free of charge so its success is measured based on the number of businesses that are supported and the hours of support. The eligibility dictates a minimum threshold; therefore each SME must commit to attend a minimum of two workshops/masterclasses to comply with the funding criteria.

## How can I book on to a workshop?

All events are available to book onto via EventBrite:

<https://www.eventbrite.co.uk/o/business-lincolnshire-growth-hub-8499934943>

Alternatively, you can visit the Business Lincolnshire website for further information:

[www.businesslincolnshire.com/events](http://www.businesslincolnshire.com/events)

## Contact us

For further details on any of the Digital Workshops please contact the Digital Team at the Business Lincolnshire Growth Hub at:

[Digital.Support@bizlincolnshire.com](mailto:Digital.Support@bizlincolnshire.com)

for more information or contact Stuart McFarlane-Bedford at [Stuart.McFarlane@bizlincolnshire.com](mailto:Stuart.McFarlane@bizlincolnshire.com) or phone 07714 309483



## 1. GDPR – General Data Protection Regulation

This workshop will offer an overview and explanation of the General Data Protection Regulation (GDPR) and the preparation and actions the businesses need to take to ensure they are complying with the new regulation.

The workshop will go through the 12 steps required to comply with the new regulation and also explain how it fits with the current Data Protection Act and the Privacy and Electronic Communications Regulation.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer

### Outcomes

The workshop will explain the jargon that surrounds the General Data Protection Regulation and how this will affect businesses. It will give the participants the steps needed to be taken to raise awareness of the scope and impact the regulation can have after it comes into force on 25th May 2018

It will provide the definitions, explanations and examples of personal data, special category data, processing through legitimate interest and by consent, privacy notices and rights of access.

The participants will leave with a good understanding of the GDPR, how it will affect their business and what they need to do in order to comply with the new regulations. They will also have a checklist of practical tips that can be used immediately that will pave the way to GDPR compliance.

### Content

- **Overview of General Data Protection Regulation**  
12 steps to take now to prepare and avoid penalties and fines from the Information Commissioner's Office (ICO)
- **General, Personal and Special Category data**  
What they are and how the new regulation allows these types of data to be processed, through lawful basis of processing and consent
- **Data Protection Officers and ICO enrolment/registration**  
Do I need them? Is it compulsory? What do I need to do?
- **Documentation and procedures**  
Privacy policy documents, access to information request, data breach notification and data processing refusal.

Workshop Presenter – Guy Lewis

## 2. Business Efficiencies using Cloud Computing & Applications

This workshop is an introductory course to the concept of cloud computing and how it might benefit businesses (small and large) by moving towards a new delivery model for their ICT needs. It is designed to help businesses think about ways they can reduce the burden (and cost) of supporting their own information technology infrastructure and create the conditions for a more flexible approach to working.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.

NB - Basic IT literacy is advantageous.

## Outcomes

- This workshop will explain the various concepts behind cloud computing and provide practical examples of the benefits for businesses. It will cover critical thinking on the various stages towards adoption - from discovery of new and novel applications through to understanding the risks and economic viability.
- Participants will leave with a better understanding of if cloud computing is right for their business, what the possibilities are and how they can make a seamless transition if necessary.

## Content

- Basic Concepts (e.g. virtualization)/Myths and Facts / Benefits and risks
- Deployment models -Infrastructure as a Service/Software as a Service/Platform as a Service
- Hardware and Economics
- Procurement
- Security Risks & Challenges
- Migration

Workshop Presenter – Fraser Henderson

## 3. Social Media for Business - Masterclass

This masterclass will offer an overview and explanation of the pros and cons of the different social media platforms and is ideal for the business or sole-trader that is new to using social media as part of their business activities.

NB – This is a practical masterclasses and delegates are required to bring a laptop computer.

NB – PLEASE NOTE a tablet or Smart Phone does not offer the full operational functions.

## Outcomes

The workshop will explain the jargon that surrounds social media and what each application is best suited to achieve. The participants will leave with a good understanding of which social media is right for their business and simple practical tips that can be implemented immediately and usually with no financial investment.

## Content

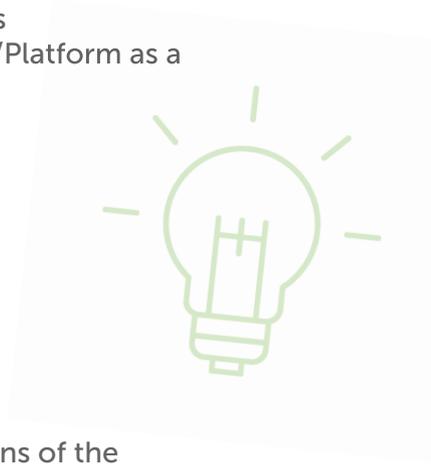
All the main social media platforms will be discussed : Facebook, Twitter, Pinterest, Instagram, LinkedIn, You Tube, Google + and Snapchat

Workshop Presenter – Liam Lally

## 4. Paid For Digital Marketing

This workshop provides details on how online advertising such as Google AdWords and Facebook Ads works, how to set up and manage campaigns to deliver the best return on investment and how to ensure you are measuring performance correctly. If you are contemplating using digital advertising, or have tried it before but didn't get the performance you hoped for, this workshop is ideal.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.



## Outcomes

The workshop explains the mechanisms and principles behind pay per click advertising systems and how you can utilise these for your business. Delegates will understand the range of options and platforms available and how to choose the right ones for them. They will also gain the practical knowledge to structure campaigns properly, review their data to optimise performance and measure their return on investment.

## Content

- How pay per click advertising platforms work
- Google AdWords, Bing Ads, Facebook Ads, Twitter Ads
- Different types of ads & when to use them
- Structuring campaigns correctly
- Choosing keywords & other targeting criteria
- Remarketing & display advertising
- Setting up measurement & reporting
- Reviewing, managing & optimising campaigns

Workshop Presenter – Ian Lockwood

## 5. Introduction to Digital Marketing

Every business needs to understand how to exploit digital marketing assets, tools and techniques to attract new customers and build loyalty with existing customers. This means designing an accessible, usable and value-adding website and using a range of digital marketing tools and techniques – integrated with traditional tools and techniques – to drive traffic, conversion, engagement and referrals.

This workshop is designed for people who want to get a better understanding of the key digital marketing tools and techniques available with a view to improving their digital marketing activities as well as measuring their effectiveness. This workshop is useful to people either new to digital marketing (or certain aspects thereof) and/or those wanting to confirm they've got the fundamentals right.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.

## Outcomes

- Understand digital marketing and the key tools and techniques.
- Create a Digital Marketing Plan (take-away template).
- Develop clear and measurable objectives for your digital marketing activities.
- Create a great website, great content, great experience and benefit from 'sharing'.
- Get found on the web (SEO & SEM/PPC – Search Engine Optimisation/Marketing).
- Build your digital profile using tools such as blogs, content marketing, and social media marketing, etc.
- Use digital and social media metrics and analytics to assess the success of your digital marketing activities and investments (including ROI).

## Content

- Marketing your website – Search Engine Optimisation, keyword search
- Outbound marketing versus inbound marketing
- Driving traffic to and understanding your website – Google Analytics
- Podcasts and blogging
- Direct email – Mailchimp
- Social media channels – Twitter, LinkedIn, Facebook & YouTube
- Digital content management – Hootsuite

Workshop Presenter – Kelly Hunstone



## 6. Email Marketing - Masterclass

With all the buzz around social media, email is often neglected but it should not be. Email is one of the most powerful and personal ways to connect with your customers and it is used by thousands of businesses of all sizes across the globe.

In this one day workshop, we will explore email marketing - one of the most challenging digital platforms due to the issues of spam, changes in user interactions with email, mobile usage and the fast changing digital environment. Email marketing has been a core tool in digital marketing for many years however it is often not used to its full potential due to issues around design, user targeting and deliverability. This course offers a practical guide to getting the most from email campaigns using the latest techniques, tools and best practice.

NB – This is a practical masterclass and delegates are required to bring a laptop computer.

### Outcomes

Learners will:

- Understand the role of Email Marketing to deliver your strategic and communication goals
- How to integrate your email campaigns with your other marketing activities
- Understand the legal and best practice frameworks for email marketing (Opt-in/Opt Out rules and GDPR)
- Email design, layout, copy and personalisation
- How to build your database/email lists
- Optimise and improve your landing pages
- Segmentation and targeting for better response rates
- Analyse metrics to improve future campaigns
- Set up and deliver an email marketing campaign using Mailchimp

### Content

E-mail marketing which has been a core tool in digital marketing for years but is not often used to its full potential. We will work with you LIVE on an email campaign using Mailchimp, exploring how to set it up, how to design and deliver a professional email campaign and we will discuss what a successful email campaign looks like.

Workshop Presenter – Kelly Hunstone

## 7. Selling over the Internet

This workshop will give you practical tips and advice on how to begin selling online, or improve your sales if you are already using e-commerce. It will give you a clear understanding of how best to apply techniques within your own business environment.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.



## Outcomes

The workshop covers the full range of options to engage with e-commerce, from simple systems like Amazon and eBay to templated shopping malls or your own standalone shop. It will also cover how to get paid in the most cost-effective way, and the security that needs to be in place for this to happen safely. Finally, we'll look at what you need to understand to comply with the legal aspects of running an online shop.

## Content

- What impact is selling through e-commerce having on sales already?
- How does e-commerce work?
- Shopping carts / baskets
- Possible solutions for your business
- The online payment process
- Security, trust and order fulfilment
- Keeping it all safe and legal

Workshop Presenter – John Owens

## 8. Facebook for Business - Masterclass

This practical masterclass will give an in-depth explanation of the detailed workings of the Facebook social media platform and an overview of everything digital. This workshop is ideal for the business or sole-trader that is new to using and adopting digital applications as part of their business activities.

NB – This is a practical masterclass and delegates are required to bring a laptop computer

NB – PLEASE NOTE a tablet or Smart Phone does not offer the full operational functions.

NB – You must already have an existing Facebook account set up and operational and it is an advantage that delegates already have some function knowledge.

## Outcomes

In depth operational knowledge of the Facebook functionality, the different types of Facebook profiles and how to maximise profile and post reach.

## Content

- Difference between a profile, page, event & group
- How to effectively set up & use your Facebook page for your business
- How to effectively set up & use an event page
- How to effectively set up & use a group for your Facebook page
- Cover photo ideas
- Cover video ideas
- How to use Facebook video for your page
- How to use Facebook live video for your page
- How to advertise on Facebook
- How to get the Facebook pixel for your website (and why this is a must do action point)

Workshop Presenter – Liam Lally

## 9. GDPR – General Data Protection Regulation

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The participants will leave with a good understanding of the GDPR, how it will affect their business and what they need to do in order to comply with the new regulations. They will also have a checklist of practical tips that can be used immediately that will pave the way to GDPR compliance.

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Workshop Presenter – Guy Lewis

## 10. Twitter and LinkedIn for Business – Masterclass

This masterclass will give you practical tips and advice on how to do internet marketing. Delegates will be presented with a marketing model which is simple to implement, along with practical tools and techniques in all aspects of cost-effective digital marketing to maximise business opportunities.

NB – This is a practical masterclass and delegates are required to bring a laptop computer

NB – PLEASE NOTE a tablet or Smart Phone does not offer the full operational functions.

NB – You must already have an existing Twitter account set up and operational and it is an advantage that delegates already have some function knowledge.

NB – You must already have an existing LinkedIn account set up and operational and it is an advantage that delegates already have some function knowledge

### Outcomes

In depth operational knowledge of both Twitter and LinkedIn functionality, the different types of profiles and how to maximise profile and post reach.



## Content - Twitter

- How to effectively set up your Twitter profile
- How Twitter works
- How to tweet a message, photo, photos or video
- How to tag people so that your post reaches more relevant people
- How to use lists on Twitter (one of the most useful things you'll learn)
- How to take part in a Twitter chat
- How to use direct messaging effectively on Twitter

## Content - LinkedIn

- How to effectively set up your LinkedIn Profile
- How to build your LinkedIn network
- How to post an article on LinkedIn to raise awareness about you and your business
- What to do when you connect with people for the first time
- What to do when you've been connected to people for a while
- How to get recommendations on LinkedIn
- How to effectively use the search facility on LinkedIn

Workshop Presenter – Liam Lally

## 11. Google Analytics – Understand Digital Data

Google Analytics is a very powerful platform to gain insight into your website visitors, how they got there and what they did. This data can be used to improve your website, helping you to retain visitors and improve their conversion rate, ultimately generating more business from your website. This workshop explores all the main reports in Google Analytics, explaining what they mean and how to use them, as well as working through all the setup and options required to get the most from your data.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.

### Outcomes

Attending this workshop will provide delegates with the knowledge to utilise all the reports in Google Analytics, ensuring that their account is set up to measure conversions and make full use of all the options available. Delegates will learn how to segment visitors into different groups for actionable insight, how to filter & modify reports to access data quickly and how to compare data over time.

### Content

- Ensuring Google Analytics is installed and configured correctly
- Setting up Goals and e-commerce tracking to measure conversions
- Using the Audience, Acquisition and Behaviour reports
- Understanding attribution and multi-channel funnels
- Using advanced and custom segments
- Measuring events such as file downloads
- Campaign tagging to track email, social and PPC traffic

Workshop Presenter – Ian Lockwood



## 12. Cyber Security and Information Risk Management

This workshop will offer an overview and explanation of information risk management and how it is used to secure the business by identifying the risks to the business and the necessary controls needed to reduce those risks to an acceptable level.

The workshop will also explain GDPR and the potential risks that this incoming legislation will expose the business to, and describe ISO27001 (the international standard for Cyber Security) and Cyber Essentials and how that will assist in meeting objectives.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.

### Outcomes

The workshop will explain the jargon that surrounds Cyber security and the difference between a Cyber- attack and a data breach. It will also explode some myths surrounding GDPR and will describe the benefits of ISO27001 and the Governments Cyber Essentials programme. The participants will leave with a good understanding of what they need to do in order to protect themselves and some simple practical tips that can be implemented immediately and usually with little or no financial investment.

### Content

- **Overview of Information Risk Management and Cyber Security**  
Cyber Security jargon & Cyber Attacks
- **Principles of Information Risk Management**  
Data Breach
- **Introduction to Business Impact Analysis - Workshop**
- **Business Regulations**  
GDPR -General Data Protection Regulation
- **Cyber Maturity Assessment leading to Cyber Essentials**  
ISO27001 & Cyber Essentials

Workshop Presenter – Kevin Hawkins

## 13. Video Marketing - Masterclass

Every day, new eye watering statistics are released telling us all how much video content is being watched around the world, and how much more effective video is than other forms of media. So how do you make sure that it's your content that people are watching and that it's effective? Creating valuable, relevant and consistent content to attract and retain customers is becoming more and more relevant in a digital age and ultimately – it is helping many businesses to drive profitable customer action.

This workshop will focus on video as a key channel in your marketing plan. We will explore what makes good video content, how to make content 'shareable' (including exploring how and why content 'goes viral'). We will explore the wider use of visual content and moving image and how it is used in social media.

NB – This is a practical masterclasses and delegates are required to bring a laptop computer, mobile phone with inbuilt camera and access to your social media accounts.



## Outcomes

- Understand why video marketing is important and what its key benefits are.
- Understand the different types of video and what is right for your business
- Create videos and content for social media and explore tools to help you create low cost videos.
- Learn how to track and measure the success of your videos.
- Explore YouTube and other online video platforms (OVPs)
- Learn how to create content targeted at your audience
- Explore creative approaches and idea generation to stand out

## Content

- Build interesting video digital content.
- Identify what qualifies as valuable content.
- Learn how to track and measure the success of your content marketing strategy.

Workshop Presenter – Kelly Hunstone

## 14. Attracting website visitors - better results With SEO

Search engine optimisation (SEO) is all about providing search engines (primarily Google) with the signals required to rank your website high in search results for terms your potential customers use. This involves ensuring your website has the technical features required to be “search engine friendly”, understanding what the keywords are that people use to search for your type of business, writing web page content optimised for those keywords and then getting other websites to link back to yours. Whether you intend to undertake SEO yourself or employ an agency to help, this workshop is perfect to help you understand SEO best practices (and the SEO to avoid!)

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.

## Outcomes

Delegates who attend this workshop will gain an understanding of technical SEO, keyword research, on-page optimisation and link acquisition. This will include information on web development tasks to improve SEO performance and practical guidance on keyword research that informs content planning, the important parts of a web page for SEO, how to write for search engines and how to use content to get other sites to link to yours.

## Content

- Technical SEO including page load speed and avoiding crawl errors
- Keyword research and selection
- On-page optimisation elements
- Copywriting for search engines
- Adding content to your website to get more organic traffic
- Understanding the importance of links for SEO
- How to get other websites to link to yours

Workshop Presenter – Ian Lockwood

## 15. Cyber Essentials

This workshop will offer an overview and explanation of what the cyber security requirements are for a business to gain Cyber Essentials Certification.

It looks at the features of creating strong password security and secure firewall configuration and setup and detailing the rules for setting up access controls and how best to keep cyber safe with user specific settings and access controls.

It will also look at the importance of deploying anti-virus or anti malware software and operating software security updates.

NB – This is not a practical workshop and delegates are not required to bring a laptop computer.

### Outcomes

Cyber Essentials Certification is based on verified self-assessment of a series of implemented controls. The participants will be able to, having completed the workshop, understand the controls required and put in place operational policies and procedures along with setting up cyber secure operations that will put the business in a position to apply for Cyber essential certification.

The workshop will explain the jargon that surrounds the Cyber Essential Certification and explains steps that must be taken to improve security. It will look at all areas of ICT security enabling the participants to take away what they have learnt and implement the changes back at their own businesses.

The participants will leave with a good understanding of what they need to do to their ICT installation, both hardware and software to ensure they are secure from unauthorised access. They will know where and what to look for and highlight any complexities which may require a higher level of intervention.

### Content

- **Secure Passwords**  
Strong, unique and memorable password creation.
- **Boundary firewalls and internet gateways**  
Device hardware and software setup to prevent unauthorised access to or from private networks.
- **Secure configuration**  
Configuring a system in the most secure way for the needs of the organisation
- **Access control**  
Setup and how to ensure only those who should have access to systems have access and at the appropriate level.
- **Malware protection**  
Ensuring that virus and malware protection is installed and is it up to date
- **Patch management**  
Importance of ensuring the latest supported version of applications is used and all the necessary patches supplied by the vendor been applied.

Workshop Presenter – Guy Lewis

## 16. GDPR – General Data Protection Regulation

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Workshop Presenter – Guy Lewis