

e-business development programme

Selling on the Web

Is your business online?

Do you want to build a website to expand your global reach?

Last year over 300 small businesses attended our “*Selling on the Web*” and “*e-business development programme*”.

On **Monday 5th February 2007 5:00 – 7:30pm** we are running a **FREE** & updated “*Selling on the Web*” event at **The City of Manchester Stadium**. A buffet is provided and it’s an excellent networking opportunity. (www.cityofmanchesters Stadium.co.uk)

At this event you will find out how to use the web to meet and exceed your customers’ expectations, what makes a good website, and the importance of integrating your website with your business.

A free Open Source software package the commercial equivalent of which would cost several hundred pounds will be given to all the people who attend.

“Selling on the Web 2007” will also provide an introduction to our *e-business development programme* for businesses in North and East Manchester. This **FREE** series of hands-on workshops and seminars helps you develop e-business and profitability:

- **Building a Website** (Mon 19th February 2007)
- **Marketing & e-Marketing** (Mon 26th February 2007)
- **eBay Trading** (Mon 5th March 2007)
- **Optimising your website for Search Engines** (Mon 12th March 2007)
- **Implementing e-commerce** (Mon 19th March 2007)

Programme details and a booking form are attached. Places are limited and are booked on a first come first served basis.

Attendees at the launch event on **Monday 5th February 2007** will be given priority for the full events programme

Carol Russell

Carol Russell, Events Coordinator
Manchester Business Consortium

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e-business development programme
Booking Form

Business Name: _____
Business Address: _____

Postcode: _____
Telephone: _____
Email: _____

Selling on the web (80 places)

Time and Date: 5.00pm - 7.30pm Monday 5th February 2007,
Location: (City of Manchester Stadium)
Name of Attendee One: _____
Name of Attendee Two: _____

Launch event outlining the series for those looking to start or expand their e-business.

Workshop 1: Building a Website (20 places)

Time and Date: 5.00pm - 7.30pm Monday 19th February 2007,
Location: (One Central Park, Northampton Rd M40 5BP)
Name of Attendee One: _____
Name of Attendee Two: _____

Simple Site Creation, editing & publishing using free tools.

Workshop 2: Marketing & e-Marketing (20 places)

Time and Date: 5.00pm - 7.30pm Monday 26th February 2007,
Location: (One Central Park, Northampton Rd M40 5BP)
Name of Attendee One: _____
Name of Attendee Two: _____

The basics of marketing to help you sell online.

Workshop 3: eBay Trading (20 places)

Time and Date: 5.00pm - 7.30pm Monday 5th March 2007
Location: (One Central Park, Northampton Rd M40 5BP)
Name of Attendee One: _____
Name of Attendee Two: _____

Workshop revealing the tips & tricks of eBay trading.

Seminar 1: Optimising your website for Search Engines (50 places)

Time and Date: 5.00pm - 7.30pm Monday 12th March 2007
Location: (One Central Park, Northampton Rd M40 5BP)
Name of Attendee One: _____
Name of Attendee Two: _____

Make sure the Search Engines can find your site!

Seminar 2: Implementing e-commerce solutions (50 places)

Time and Date: 5.00pm - 7.30pm Monday 19th March
Location: (One Central Park, Northampton Rd M40 5BP)
Name of Attendee One: _____
Name of Attendee Two: _____

How to receive online payments.

Fax this page to 0161-236-1178 or email: carol@manchester-business.co.uk or call Carol on 0161-236-1168

e-business development programme

Following our series of successful “Selling on the Web” events, a development programme for businesses in East Manchester is running in the spring. This FREE series of hands-on workshops and seminars helps your business to develop its e-business capabilities and improves your business’s bottom line.

Workshop 1: Building a Website

Monday 19th February 2007 (One Central Park, Northampton Rd M40 5BP) 5.00 - 7.30pm

Developing a website can be a big investment for a small business, but whether your budget is tiny or substantial you still need to think about what you want it to do for you.

In two hours we can’t build you an e-business, but we can give you the tools to give your business a simple, effective web presence. Google Page Creator is a free web-based website building tool, with 100mb of free webspace included.

If you can access the Internet and use a word processor then you can build a website, publish it, and manage the content within minutes.

It isn’t a replacement for a professionally built site, but an excellent way to design, publish, and play with your own ideas.

This 2-hour hands-on session will show you how to create a site, add & edit pages, insert images, change look & layout, create links and publish.

Presented by Richard Nash, Manchester Business Consortium.

(Richard@manchester-business.co.uk)

Workshop 2: Marketing & e-Marketing

Monday 26th February 2007 (One Central Park, Northampton Rd M40 5BP) 5.00 - 7.30pm

If marketing has always seemed a little daunting, then its time to find out some of the basic ways in which any business can market themselves successfully, increasing their customer base.

This seminar leads you from Marketing to eMarketing – showing how the offline and online “marketing mix” have to work together.

Who are your competitors? What is your USP (Unique Sales Proposition)? Who are your customers? And how can you attract their attention?

You’ll get an introduction to some useful techniques such as SWOT analysis. And you’ll learn how to develop a Promotional Action Plan and an eMarketing Plan – making the “marketing mix” happen for you.

Presented by Richard Nash, Manchester Business Consortium & John Keys, Manchester Digital Development Agency. (richard@manchester-business.co.uk , j.keys@manchesterdda.com)

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Workshop 3: eBay Trading

Monday 5th March 2007 (One Central Park, Northampton Rd M40 5BP) 5.00 - 7.30pm

eBay is the market leader in on-line sales with more than 157 million users worldwide.

An introduction for people new to eBay covering basic techniques including online safety issues, how to list items for sale on eBay, handy hints and tips to help you get the most from your eBay listings and how to collect and process payments.

The workshop is open to anyone who has used the internet and has wanted to know how easy it is to sell online.

Presented by Maggie Harding an eBay power seller with four years experience of selling on eBay. www.garboantiques.com

Seminar 1: Optimising your website for Search Engines

Monday 12th March 2007, (One Central Park, Northampton Rd M40 5BP) 5.00 - 7.30pm

The best website in the world is no use to your business if nobody knows about it. Even if you're not yet online, your customers are increasingly so – and they're likely to be using search engines to find exactly what it is that you're looking for.

Making a website search-engine ready might seem a “dark art” but in reality there are plenty of good practices and useful tips that can help optimise your website for search engines.

This seminar will discuss ethical Search Engine Optimisation (SEO) and the fundamentals of ‘onsite’ optimisation that every Webmaster should consider when designing a site. Topics will include onsite structure and on page elements including header tags, copy text and the value and best use of the meta tags.

The seminar is targeted at business owners running their own website, web designers after tips and anyone with a web presence who is simply interested in learning about SEO.

Presented by Simon Wharton, PushON www.pushon.co.uk

Seminar 2: Implementing e-commerce solutions

Monday 19th March 2007, (One Central Park, Northampton Rd M40 5BP) 5.00 - 7.30pm

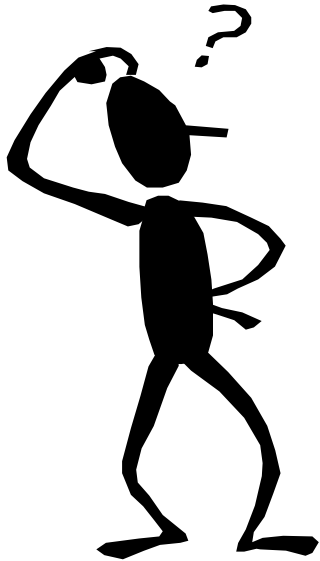
Selling on the Internet is growing at a phenomenal rate with annual online sales expected to hit £18.5 billion by 2010. Though selling online can be profitable and significantly extends the potential client base for your business, many fail to research or understand the issues that can affect their success.

In this seminar we explore the key elements of setting up and running an e-commerce business. We look at the different systems you can include on your website, the methods you can use to collect payment from your customers, how you can secure your site and your customers' visit, the legal issues that will affect your business and the importance of service and communication.

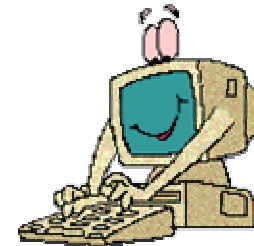
Presented by Richard Hudson, Vanilla Storm www.vanillastorm.com

e-business development programme

FREE INDEPENDENT HELP WITH COMPUTERS, E-BUSINESS AND THE WEB



- Unsure of how to introduce IT into your business, or the benefits it could make?
- Don't understand how to best improve your current IT system?
- Thinking about a web presence?
- Have a web site but not sure how to best develop it?
- Want to sell via the web?
- Need general IT advice?



Call Manchester's e-business advisers on **0161-236-1168** to see how we can help you.