Masterclass Schedule

Petroc's Techknowledgey Transfer project provides eligible small and medium sized businesses with the opportunity to attend up to two of the following masterclasses outlined below. The masterclasses will each be delivered by local expert business partners Applegate Marketplace, Barr Media, John Maynard Accountancy and Lineal Software solutions.

Due to current guidance the masterclasses will be delivered remotely via Zoom video conferencing. Instructions will be given upon booking and will include an invitation link and guide to make connecting simple.

Please speak to a member of the Techknowledgey Transfer team to find out more details about any of the masterclasses listed below via: techknowledgeytransfer@petroc.ac.uk

Introduction to Business Technology delivered by Applegate
7 September 2 – 3.30 pm
20 October 2-3.30 pm

An introduction into how technology has changed and moved from enterprise systems and hardware to SaaS, open source. Technologies to consider include online software, online marketing, managing customers, managing finances and hosting. Integrating technology into your business. Where and how to get help from training courses to apprentices.

Automation for a paperless business delivered by Maynard Johns

30 September 10-12.00 pm
22 October 10-12.00 pm

The masterclass will explore how you can reduce your use of paper while saving time by integrating automated systems that suit your business needs. Find out how you can automate your client payment processes using software and till systems that link with your bookkeeping operating system.

Streamlining your office, being productive when working from home delivered by Maynard Johns

8 September 10-12.00 pm
7 October 10-12.00 pm

Learn about how you can optimise the Office 365 and Google-suites, synchronise your calendars and emails to save time and aid forward planning, along with learning about project organisation and marketing trackers. Explore how customer databases can assist you in managing your customers and improve your project delivery.

Mailchimp Basics: Introduction to Business Email Marketing & GDPR

2 September 10 - 12.00 pm

30 September 10 - 12.00 pm

Time your business used professional email marketing tools to keep in touch? Stay on the right side of data protection law, and your customers, with this masterclass introduction to GDPR, Mailchimp, and professional use of this important digital technology.

The Beginner's Guide to Cloud IT, Remote Working & the Modern Workplace delivered by Lineal

16 September 10 - 12,00 pm

21 October 10 - 12.00 pm

Introduction to What is 'the cloud'? Where is data stored and how can it be accessed? Web browsers and devices. How to stay connected when required to do so. Applying to my business, how to get started in cloud services, joining, and leaving. Is it secure and how it can be backed up.

Building your reputation through PR and social media delivered by Applegate

15 September 2-3.30 pm
19 October 2-3.30 pm

External validation is one of the best ways to build your reputation online as well as the physical world. Learn how to work with journalists and gain PR coverage, and how to amplify this through social media platforms.

How to convert enquiries into sales delivered by Maynard Johns

29 September 10 - 12.00 pm
21 October 10 - 12.00 pm

If you're struggling with understanding the best way to connect with your clients, this masterclass will help you to understand why it's important to connect with customers and to understand their desires. Further investigate how you can provide a level of uniqueness and value to improve your customer service and secure customer loyalty.

Getting grant support to implement technology delivered by Applegate

21 September 2-3.30pm
21 October 2-3.30 pm

Funds are often available to help businesses adopt new technology. From the UK Shared Prosperity Fund to Innovate UK, learn more about the grant giving bodies, what the assessors are looking for and how to maximise your chances.

The Beginner's Guide to Business Cybersecurity delivered by Lineal
8 September 10 - 12 pm
6 October 10 - 12 pm

Introduction to Cyber Security and what it involves. What are breaches of security and how GDPR affects organisations. Phishing, Smishing and Vishing, Malware and network attacks. Protection available and risks on the go as well as working from home protection methods.

Social Media Marketing for small businesses delivered by Barr Media

10 September 12-1.00 pm
1 October 11 - 12 pm

Barr Media's online Platform takes you through an introduction to social media marketing for small businesses. The platform involves a variety of videos to watch as well as live question and answer sessions integrated at specified times to improve learning and interact with attendees. This masterclass will help you kick-start your business' social media marketing strategy effectively.

Getting your bookkeeping right from the start delivered by Maynard Johns

14 September 10 - 12.00 pm

11 October 10 - 12.00 pm

The masterclass will cover aspects of compliance requirements for record keeping, with different legislation needed for different trading legal status. Keeping records electronically to save time, money and be environmentally friendly and the benefits of using the cloud. How software can save time and what functions will be useful for your business as well as functions that can speed up credit control and bank reconciliation.

Managing your costs delivered by Applegate
30 September 2-3.30 pm

This masterclass highlights how to integrate technology into your business through online softwares and marketing programmes to assist you in managing your customers, finances and hosting. Find out where and how to get help in order to excel your business, including training courses and discovering apprentices.

If you have undertaken your diagnostic survey and your eligibility form, you will be invited to attend two masterclasses. Once chosen, you will be sent joining instructions.