

Social Enterprise Toolkit

Tuesday 5th September 2017 (Introduction to S.E) 10.00m to 1.30pm
Tuesday 12th September 2017 (business Planning) 10.00pm to 1.30pm
Tuesday 19th September 2017 (Marketing) 10.00pm to 1.30pm

Engage Renfrewshire
10 Falcon Crescent, Paisley

It is important that participants must attend all 3 sessions to maximise the benefits of the information being provided.

The content of this 3 day course will be:-

Is It For You? (Part 1 of 3)

A workshop linked to marketing and business planning sessions, delivering an essential awareness of what social enterprise means to community groups and enabling members to determine if it is an appropriate model for their organisation. The session will be delivered based on the Toolkit “Social Enterprise – is it for you?” Copies of which will be provided.

Business Planning (Part 2 of 3)

A workshop linked to the social enterprise toolkit and marketing sessions, focused on enabling community and voluntary groups to plan how their organisation can grow and develop to achieve their aims. It will look at what it means in terms of organisational structure, financial and management arrangements, income generation and marketing, incorporating legal structures and models into the discussion.

Marketing (Part 3 of 3)

A workshop linked to the social enterprise toolkit and business planning sessions, which will support you focusing on understanding what your organisation is “selling” the session will help you understand how to sell more of your products and services and how to do it effectively

To gain full benefit of this course you must attend all 3.

To book a place please contact us at smiller@engagerenfrewshire.com