

Two Day Workshop

Day One Agenda

24th March 2021, Online webinar through a Zoom meeting

10.00am	Welcome & Introduction – Ian Mackey, Buckinghamshire Business First
10.05am	Group introductions and polls
10.45am	My Business Story <ul style="list-style-type: none"> • Presentation – Kirsty Barr, Grapevine PR • Q and A
11.30am	Break – 15 minutes
11.45am	Welcome back to Part 2
11.50am	The Business Model Canvas <ul style="list-style-type: none"> • Examples of what good looks like – Grae Laws
12.30pm	Lunch break – 30 minutes
1.00pm	Welcome back to Part 3
1.05pm	Your Value Proposition <ul style="list-style-type: none"> • Practical exercise – Grae Laws
1.50pm	The customer interface <ul style="list-style-type: none"> • Customers, channels, relationships, pricing and revenue streams – Grae Laws and Ian Mackey
3.15pm	Close and next steps - Ian Mackey
3.30pm	Session ends



Graeme Laws

Graeme works with business owners existing, new and potential start-ups to deliver business process improvement and growth. He has worked with many start-up businesses and held many workshops educating and inspiring a new generation of business owners.



Ian Mackey

As Business Support Manager, Ian is the first contact for members with questions and support required. Haddenham resident Ian runs his own business working with breweries, experience he used to write the guide to New UK Breweries in 1998.

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Agenda – day two

31st March 2021, Online webinar through a Zoom meeting

10.00am	Welcome & Introduction – Ian Mackey, Buckinghamshire Business First
10.05am	Group discussion on homework from previous session
10.30am	The business operations <ul style="list-style-type: none"> • Activities and Resources – Grae Laws • Q and A
11.00am	Break – 15 minutes
11.15am	Welcome back to Part 2
11.20pm	Finance in your business <ul style="list-style-type: none"> • Presentation – Chris Shennan • Q and A
12.10pm	The business operations <ul style="list-style-type: none"> • Costs and Partners – Grae Laws • Q and A
1.00pm	Lunch break – 30 minutes
1.30pm	Welcome back to Part 3
1.35pm	How Trading Standards can help you <ul style="list-style-type: none"> • Presentation – Philip LeShirley • Q and A
2.30pm	Final discussion – show and tell us about your BMC – Grae Laws
3.15pm	Close and next steps - Ian Mackey
3.30pm	Session ends

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