

Sefton Economic Forum, in partnership with Liverpool & Sefton Chambers of Commerce

Tuesday 25th November 2014 : 7.30am – 12noon

Aintree Racecourse, Princess Royal Suite, Ormskirk Road, Liverpool L9 5AS

Overview of themed workshops

The Workshops following the Forum will be from 10-11am and again from 11-12pm. All 4 workshops will run parallel to each other, giving you the opportunity to attend 2 ie one at 10.00am –11.00am and the other at 11.00am-12.00 noon.

Places will be allocated on a first come first served basis and we would advise you to book in advance to ensure a place.

An introduction to Intellectual Property: "Maximising the Value of your Business"

Intellectual property (IP) provides legal protection for some of the most important aspects of a business including the name, logo, design, and sometimes the product itself.

- 86% of small businesses owners think it is important to understand how to protect their intellectual property

This workshop will cover the four main areas of intellectual property (trademarks, patents, designs and copyright). Find out how they can affect a business and how they can be protected. This session will unravel the mystery and introduce you to the world of IP offering lots of examples to demonstrate how it can be used to benefit a business.

- Do you know the value of the intellectual property within your businesses?
- Do you know who owns the IP in a logo, website, drawings etc?
- Did you know that a business may own a Ltd company and still be infringing another businesses trade mark?

It's the perfect opportunity for all businesses looking for the latest information and advice on IP – and is delivered direct from the people in the know – the [Intellectual Property Office](#).

Marketing – managing your brand on line

The workshop will cover the challenges and opportunities that online and social media present to businesses, with robust advice on how to get the best outcomes from online and social media.

The workshop will cover the following topics

1. Setting objectives
2. Researching and building audiences online
3. The importance of engaging content
4. Why brand authenticity matters
5. Managing online risks

The workshop is being presented by Karen Swan - Marketing and Insight Director and Chris Burgess - Digital Marketing Manager from the Liverpool based company [Influential](#)

Twitter for Beginners - "everything you need to know about twitter in 45 minutes"

- How to set up your account effectively
- How to keep it safe and private
- What to talk about on Twitter
- What are @ and #
- How to generate leads
- How to fit it into your working day

The workshop will be presented by Phil Gee from [Online Guru](#) and you should leave with the skills and confidence to use Twitter correctly, identifying your aims and objectives for using Twitter to enhance your company profile!

New Ways of Doing Business with Sefton Council

Sefton Council spends £millions per annum with businesses of all sizes, including sole traders, and small firms. The Council has a commitment to achieving value for money, and actively encourages competition, welcoming proposals from new and existing suppliers. This workshop will inform you of a new, supplier-friendly process designed to make it easier to do business with Sefton Council.

There will also be a Q&A session with senior buyers, and information on funded support available through [InvestSefton](#), including tendering, new markets development grants, and business planning. Over 80 businesses attended this workshop in September, with a number who have not supplied the Council before saying that they will look at doing so in the future.