

investsefton



Investsefton Newsletter Issue 41 February 2015

Welcome to the latest edition of the Investsefton newsletter, which we hope will give you the opportunity to find out more about the latest business news, opportunities, events, funding, incentives and support available to businesses in Sefton.

LAST REMAINING PLACES! 'Selling your way to success' - Free Workshop

Reserve your place NOW for this FREE 3 hour Workshop!

At the workshop you will learn about:

- Maximising your chances of winning a sale and building an ongoing business relationship
- Communicating in a language your prospect will relate to and how to do this
- Creating emotional reasons to buy- 80% of buying decisions have an emotional element

.....*and much more!*

Tuesday 10th February, 1pm-4pm, Southport Town Hall.

Visit our website to [book your place](#)

The GREAT Festival of Creativity

The GREAT Festival of Creativity will take place from 2 to 4 March 2015 and demonstrate the best of British creativity and the role it plays in creating competitive advantage in today's world.

The GREAT Festival of Creativity event will support British businesses looking to secure opportunities and growth in China. More than 500 world leading British companies will use the festival to reach the Chinese and global business audiences to show how British creativity can help their businesses innovate and grow. ([Read more...](#))

Employer Ownership Fund

This fund is open to any small or medium sized company which directly employs people in engineering occupations. Its aim is to help companies grow and become more productive through investing in the skills of its current and future engineers. Government will contribute 50% of eligible costs.

Closing date Friday 27th February 2015

Visit the [website](#) for more information including guidance notes and an application form.

Supply Chain Connect 2015

When? Wednesday 11th March/Thursday 12th March 2015

Where? No.1 Mann Island, Liverpool

Meet the supplier and meet the buyer opportunities.....Buyers confirmed so far include Bentley Motors Ltd, Bibby Distribution, Cammell Laird, Jaguar Land Rover, and more!

Visit the [supply chain connect website](#) for more details.

Eco Stars Workshop

Are you a coach operator or haulier, or a business with vans or lorries visiting Bootle or South Sefton?

Would you like to save £2,000-£3,000 **per vehicle** in a year on fuel costs, and gain a free ECO Stars accreditation as a green business?

Sefton Council and InvestSefton are hosting a Sefton ECO Stars Workshop for businesses on Tuesday, 17 February, at Crosby Lakeside Adventure Centre (10am-12.15pm followed by lunch). At the event, businesses will learn about the Sefton [ECO Stars scheme](#), funded by DEFRA at no cost to the business. Under the scheme, businesses receive a free assessment

by a fleet specialist at their premises, aimed at reducing fuel costs and emissions. A report and action plan is prepared, and you will be awarded an ECO Stars rating, for promotion on your web site, on vehicles, and in selling to your customers.

For more information and to book your place at this free event please visit our [website](#)

In the news this week....

SMALL and medium-sized manufacturers' domestic orders and output grew in the three months to January but export orders were broadly flat, a survey said.

According to the latest CBI SME Trends report, domestic orders increased for the sixth quarter running, while export orders were broadly flat, disappointing expectations of a modest rise. ([Read more....](#))

Investment fund celebrates 15% rise in Merseyside support.....

Read more on this story and all of the rest of this weeks news on our [news page](#).

Recently released Investsefton Events!

For more information on any of these events and to book your place, please visit our [website](#).

'Selling your way to Success'

Tuesday 10th February Southport Town Hall 1pm-4pm

Professional Sefton Launch Event

Wednesday 25th February, Ramada Plaza Hotel Southport, 8:30am-10am

Launch of Sefton Exporters Network

Wednesday 4th March, former North Sefton Magistrates Court Southport, 5:00pm-6:30pm

Powerpoint 'Every picture tells a story' (Computer based)

Friday 6th March, Corporate Learning Centre Ainsdale, 9am-12:30pm

Social Media for Beginners- 'Linked in' (Computer based)

Wednesday 25th March, Corporate Learning Centre Ainsdale, 9am-12:30pm

Newsletter Registration

If you did not receive this newsletter direct from us but would like to be added to our mailing list please email us at info@investsefton.com or complete our [online registration form](#).

Keep in touch with us! Visit our [Website](#) or follow us on [Twitter](#).



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