Workshop information

10.30am Workshops

Measuring Social Impact - Fiona Ellis, Arrivo Consulting

This is a practical workshop aimed at social enterprises who understand the concept of social impact but who want to start to measure their social impact to demonstrate the difference that they are making. The workshop will focus on:

- Helping you to define your social impact
- Providing you with practical tips and tools to help you to demonstrate the social impact that your social enterprise delivers.

IT Masterclass – Paul Rankin, LUMA- IT

Luma-IT specialises in IT consultancy, management and improvement for charities, social enterprises, community groups and voluntary organisations. We are the only fully-fledged social enterprise IT company in the country, whose sole purpose is to provide high quality, reliable and cost-effective IT systems to our fellow third sector organisations.

Topics will include:
- IT Budgets
- IT Hardware
- Domain Names and Branding
- You're a Charity (or going to be), so what?
- Cloud computing
  - Email
  - File Sharing
  - Financial Systems and Management
  - CRM
- Telecoms
- And anything else…… Q&A.

Accounts Setup and VAT Basics – Tim Alter, Alterledger

If your accounts are well organised, you will save money on external accountant's fees and have better control of your business. Tim Alter of Alterledger will share tricks of the trade to help you save money and time in the long run. The session will include the basics of VAT including when you need to register for VAT, how to keep VAT records and how to reclaim VAT.

11.45am Workshops

Social Value – Fiona Ellis, arrive Consulting

If you are new to the world of social enterprise, this workshop will help you to understand more about 'social value' and help you to describe the social impact that your social enterprise creates. The workshop will explore:

- What is social value
- How do social enterprises deliver social value
- Why it's important to measure social value
- Describing your social impact.

Cloud Computing and Social Media – Paul Rankin, LUMA- IT

A look at Cloud Computing and why every business should be using it. We will cover why we should use it, security issues and costs and considerations with some real examples of how it can increase efficiency in your business.

Looking at Social Media and how to tie it in to a purposeful and meaningful way to your customers and business. Focusing in on defining your audience, reporting and analysing what's happening with your social media output.

Pension Auto Enrolment – Tim Alter, Alterledger

If you have any employees you will need to set up a pension scheme that complies with Automatic Enrolment regulations. Tim will show you how to check your staging date, what you need to do before your staging date and what your responsibilities are to any workers who are eligible or entitled to join the pension scheme you set up.

1.30pm Workshops

What a Funder Looks For – Eimear Cassidy, Big Lottery Fund

This workshop will go through the various funds available and outline the eligibility criteria. It will provide various hints and tips aimed to help you when completing an application. The session will end with a discussion around examples of previous successful and unsuccessful applications

Employing People – Scott Milligan, Harper Macleod

Employing People will cover the following:

- Employment Contracts: when will I need to use one and what should it contain?
- Employment status of volunteers: what paperwork is needed to cover these relationships?
- Employment law update: a flavour of what is changing and what to look out for

Business Model Canvas – Iain Edwards, Firstport

Starting up or gaining traction? Clarity of your business model is the key to designing your business for success. Business canvas is a visual framework for devising, developing and testing an organisation's business model(s). Whether you're starting out or seeking to refresh your strategy, Iain will explain and show you how to employ this simple, intuitive and flexible tool effectively to benefit your business.

2.45pm Workshops

Governance – Kirsty Noble, Senscot Legal

Governance is the process of how an organisation is run and how decisions are made, and is crucial to the long term success of any organisation. The workshop will cover common issues which arise in relation to governance, managing conflict, and examples of best practice to maximise the effectiveness of your board.

Intellectual Property – Andrew Fraser, Harper Macleod

Although they may not realise it, all businesses including social enterprises are involved in creating and using intellectual property rights in some shape or form. Whether it involves the development and protection of their brand or in materials they create it is essential that businesses understand the role that intellectual property rights plays in helping build and protect their business. The workshops will provide an overview of the various forms of intellectual property rights including trademarks, copyright and design rights and how they are relevant to your business.

Ongoing Support for your Social Enterprise – Sally Gallery, CEIS & Brian McMillan, Firstport

Just Enterprise is the Scottish Government's programme to assist Social Enterprises to start up, develop, grow and secure the support needed through the consortium of partner agencies all working together to help you. Brian will give an overview of how the programme can help at Start Up stage while Sally will discuss the overall programme, the partners involved, and how you can access this free support from Firstport, CEiS, Social Enterprise Academy and various other agencies as your social enterprise evolves.