



DIGITAL GROWTH PROGRAMME

WORKSHOPS IN LEICESTER AND LEICESTERSHIRE

Technology is moving so quickly it's easy to miss exciting new opportunities to improve business productivity and performance.




Digital Growth
Skills and support for success in a digital age

Evolve
Grow
Succeed



European Union
European Regional
Development Fund

The Digital Growth Programme is part-funded by the European Regional Development Fund.

WHAT IS THE DIGITAL GROWTH PROGRAMME?

It provides free support to SMEs in the form of action-planning workshops delivered across Leicester and Leicestershire.

All workshops are full-day starting at 9am to 4.30pm.

REGISTERING WITH US

To attend, your organisation must have registered to receive support through the programme.

This is quick and easy and you only need to do it once:

www.leics-digital.co.uk

DATE	SUBJECT	LOCATION
9 Jan	An introduction to Paid Social Advertising	Holywell Park Conference Centre, Loughborough
9 Jan	Effective Search Engine Optimisation	Leicester Tigers, Leicester
15 Jan	Getting Ready for Cyber Essentials	Holiday Inn Express, Leicester
15 Jan	Working with Digital Images	Sketchley Grange Hotel & Spa, Hinckley
16 Jan	'Ready, steady, sell!': your eCommerce action plan for selling products online	Pera Business Park, Melton Mowbray
17 Jan	Understanding Google Analytics	Leicester Tigers, Leicester
29 Jan	Video Marketing, including Live Streaming	Pera Business Park, Melton Mowbray
31 Jan	Developing Effective Content for the Web	Leicester Tigers, Leicester
5 Feb	Getting Ready for Cyber Essentials	Leicester Racecourse, Oadby & Wigston
6 Feb	'Ready, steady, sell!': your eCommerce action plan for selling products online	Dock Leicester, Leicester
7 Feb	Digital Marketing for Local Business	Best Western Ullesthorpe Court Hotel, Harborough
7 Feb	Planning an Effective Website	Leicester Tigers, Leicester
12 Feb	Creating Video Content for the Web	LCFC - King Power Stadium, Leicester
12 Feb	Data and Making the Most of your Business Relationships	Best Western Yew Lodge Hotel, Kegworth
14 Feb	Integrating Social Media Into Your Business (two-day workshop)	Pera Business Park, Melton Mowbray
14 Feb	Working with Digital Images	LCFC - King Power Stadium, Leicester
20 Feb	An Introduction to Paid Social Advertising	Leicester Marriott Hotel, Blaby
26 Feb	Converting Website Visitors into Sales	Leicester Marriott Hotel, Blaby
28 Feb	Growing Your eCommerce Business	Best Western Yew Lodge Hotel, Kegworth
5 Mar	An Introduction to Paid Social Advertising	Pera Business Park, Melton Mowbray
5 Mar	Blogging for Business	The Belmont Hotel, Leicester
6 Mar	Effective Search Engine Optimisation	The Belmont Hotel, Leicester
6 Mar	Planning an Effective Website	Kilworth House Hotel, Harborough
7 Mar	Integrating Social Media Into Your Business (two-day workshop)	Holiday Inn Leicester, Leicester
12 Mar	Email Marketing for Success	Ramada Leicester Stage Hotel, Oadby & Wigston
13 Mar	Digital Marketing for Local Business	Best Western Yew Lodge Hotel, Kegworth
14 Mar	Working with Digital Images	Leicester Racecourse, Oadby & Wigston
21 Mar	Understanding Paid Search and Display Advertising	Ramada Leicester Stage Hotel, Oadby and Wigston
26 Mar	International Marketing and Selling Cross-Border	Sketchley Grange Hotel & Spa, Hinckley
27 Mar	Creating Video Content for the Web	Sketchley Grange Hotel & Spa, Hinckley

Listings are accurate on date of print and are subject to change. Please check our website for up-to-date information.

DON'T GET LEFT BEHIND. REGISTER NOW
www.leics-digital.co.uk

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