

Enterprise Initiative



Flying-Start Enterprise Training

A Series of Dynamic Training Events To Get Small Business Working



"Fast Track Your Business Success"

in collaboration with:



East Anglian Enterprise Initiative
.co.uk



A 3-Hour Seminar-based Workshop teaching you the essentials of small business start-up.

Learn each critical step in taking your product/service towards profitable sales.

Starting a new business can be one of the most exciting and rewarding experiences in life, so ensuring you're properly equipped for the journey ahead is essential. Sadly, too many small businesses fail early and for one simple reason; a lack of the essential business knowledge that would have helped them create enough profitable sales.

Starting a successful business is as easy as pressing the PLAY button, if you know how. Through this event you can gain access to the most essential business knowledge and give yourself a real chance of succeeding.

The PUSH Marketing Academy helps the owners and managers of Small and Medium size Enterprise, learn the fundamentals of good business practice that lead to effective and profitable sales results.

Marketing is so much more than just your brand, logo or website. It's much more to do with understanding the essential business mechanics of how to take your product or service to market, in an effective and profitable way. It's also about understanding the approach and process of building strong customer relationships that will bear fruit over the months and years to come. Most importantly, this knowledge is simple and easy to understand, helping you to apply it each day in your business.

PUSH to PLAY Programmes are a simple, easy and fun way to learn about the basics of good business. Through this three-hour training workshop you will have the benefit of learning from seasoned business professionals who have built and run successful businesses and now show others how to do exactly the same.

Who Is This Event For?

Anyone starting out in a new business who wants to find a quick route to profitable sales. Aimed at the business owner/manager, this Workshop will help you significantly cut your learning curve and give your business a *flying start*.

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In this half-day workshop you'll find out:

- What the FIVE Key Turnover Drivers are and why they are vital to your business
- What really matters when creating a Marketing Plan and how easy it is when you know how
- The crucial difference between *selling* and inviting customers to *buy* from you
- How a systemised approach to sales marketing can multiply your business results... fast
- The Number 1 Golden Rule in Business that most 'marketing experts' don't want you to know!

As the owner/manager of a new or growing business, you are invited to attend this Half-Day Seminar Workshop. Even better, you have been allocated a Complimentary Ticket to attend the next event (worth £97).

To find out when the next event takes place and claim your funded ticket – please call the event booking line on – **0843 289 4320** or visit www.pushtoplay.co.uk

“Creating a succesful and profitable business requires drive and determination but most of all knowledge of essential skills such as effective sales and marketing... we're here to share this with you”

Nial Adams

Who are the Tutors?

Nial Adams – acclaimed Business Growth Specialist and seasoned business professional who has worked in Europe and the US. Nial has gained a reputation for clear, real-world strategies and proven his marketing tactics to work, time and again.

“Nial’s knowledge has helped us make big steps forward and see our sales increase. The Course material has been simple to understand and easy to apply. Best of all, this training has already paid for itself twice over, and I’ve not even finished the Course yet!” - Steve Gaskin, Right Angled Events
www.csinorwich.com

Jon Gunn – successful digital marketing entrepreneur. For over ten years, Jon took his own digital agency to a leading position, working with clients from start-up SMEs to large multi-nationals and 'blue-chips'. Jon’s knowledge and skills have helped these businesses to create £Millions of annual online sales. Jon still consults on SEO and online creative for some of the largest advertising agencies in the world.



'Are You Ready?'



If you're really serious about giving your new business the very best chance of success and want to take positive steps towards preparing yourself for the most exciting journey of your life, then grab this opportunity with two hands. Take up your complimentary seat for this **PUSH to PLAY** event.

These training workshops take place every two months and places are strictly limited, so early booking is essential. Visit www.pushtoplay.co.uk for the current diary of events.

Event Details

Location: Drayton Old Lodge, Norwich, Norfolk

Date: See www.pushtoplay.co.uk for the next event

Time: This event is normally run from 9:30am-12:30pm

Cost: Your seat is kindly provided by our sponsor (worth £97)

More information about the PUSH Marketing Academy, Course Prospectus and Student testimonials can be found at www.pushmarketingacademy.co.uk

Other **PUSH to PLAY** services include 1-2-1 mentoring and support, a broad range of marketing advice and help; getting you online, quickly and easily, helping you develop your brand 'look and feel'.

