

Social Enterprise Seminar Series

Aspire to Enterprise is a Scottish Government funded programme offering development support to ambitious social enterprises in Lowland Scotland. As a key part of that programme Aspire is offering **a series of FREE half day seminars on crucial aspects of social enterprise activity.**

- **Strategic Business Planning:** Informed by the extensive experience of CEIS and Forth Sector and based on Forth Sector's highly recommended "A Business Planning Guide to Developing Social Enterprise"
- **Costing Your Services:** How do you decide what to charge for your goods or services? No matter the market in which you operate, the ability to properly cost your goods/services is crucial to determining the price you charge. Let us show you how this can be achieved.
- **Marketing for Social Enterprises:** How does your organization move to a marketing perspective? What strategic and tactical questions do you need to answer and is there an advantage in promoting your social aims? – guaranteed jargon free!

Schedule of Events

Workshop Topic	Target Audience	Date	Venue
1. Strategic Business Planning – planning for new enterprise opportunities and activities	Board Members/ Managers (or equivalent)	17 th September	Kilncraigs Alloa
		24 th September	The Foyer Aberdeen
2 Costing your services – introduction to the techniques used to cost and price products and services to achieve financial sustainability	Managers/ appropriate staff	22 nd October	Tweed Horizons Borders
		12 th November	Glasgow Opportunities Glasgow
3 Marketing for Social Enterprises - tools and techniques to promote and market your social enterprise activity in a commercial environment	Managers/ appropriate staff	8 th October	Dundee International Women's Centre Dundee
		3 rd December	The Melting Pot Edinburgh

To register for any of these seminars apply online at www.aspiretoenterprise.org.uk/seminars or contact aspire to enterprise on 0141 425 2939 or e-mail info@aspiretoenterprise.org.uk