**Boost your Business Week End FAQ**

1. Is it really free?

It isn’t free.  The learning has a value of about £1,200 and your hotel and meals will also cost money, **BUT**, it is fully funded, by the European Social Fund (ESF) and the UK’s Skills Funding Agency (SFA) and that means **you don’t need to pay a penny**.  All you need to do is get there and give your time.

1. Why do I have to do a literacy and numeracy test?

There are two reasons for this. Firstly to make sure that all attendees are at the same level so they can complete the work during the week end. Secondly, as the course is fully funded, the literacy and numeracy tests are part of the paperwork package needed to comply with funding regulations.

1. Why do I have to register with a college?

Again, because of how the fund works, registering with a college is part of the compliance procedure which enables us to offer this fully funded package.

1. What does the course cover?

The course covers:

         Exploring Enterprise Skills

         Plan and Carry Out and Enterprise Project

         Evaluate Enterprise Project and Skills

         Digital Promotion for Business

         Understanding Search Engine Optimisation (SEO) for Business

         Coordinating the use of Digital Media for Business

         Coordinating Offline and Digital Media for Business

         Emergent Digital Techniques for Business

         Producing Digital Promotional Content for Business

         Data Protection and Digital Media for Business

         Measuring the Effectiveness of Digital Promotional Activity for Business

         Understanding Social Media

         Tender writing, developing a PQQ and identifying routes to tender for a business.

         Introduction to the Business Chassis

         Introduction to sales pitches

1. Why can’t you tell me the dates and venues for the courses?

There will be courses across the area every month.  There are a few different venues but details of where you need to go will be sent to you once you have completed enrolment.  The first course is expected to be just after Easter, towards the end of April.

1. What time do the courses start and finish?

You should expect to work hard! The course will start at 0900 on the Friday morning and you’ll work until 2200.  On Saturday it’s 0700-2200 and on Sunday its 0700-1600.  Don’t worry though, there are plenty of breaks built in and the course is interesting and interactive.  You won’t be bored!

1. What ID do I need to bring to register?

We need to see proof of ID, proof of address, something with your National Insurance number and proof of employment status (eg a payslip if you are employed or your UTR/company registration or last set of accounts if you are self-employed)

1. Can I choose any venues and any dates?

Yes – once you have registered the training provider will be in touch and will give you all available dates and venues for you to choose from.

1. Can I bring my partner or colleagues?

Yes – provided they are part of the business and are over 19 years of age and live or work in Northumberland, North Tyneside or County Durham.

1. How is it funded?

The program is fully funded by the Government’s Social Skills Fund and the European Social Fund.