Hungry for success?

Business advice with real bite!

Web: lsbu.ac.uk/hungry
T: 020 7815 6904
E: hungry@lsbu.ac.uk
Workshop Menu

Focussing on the needs of London’s small and medium size businesses (SMEs), we have crafted a menu that brings together both traditional and modern business techniques to provide a series of workshops that will satisfy any palette. Using only the finest London South Bank University (LSBU) academics and industry experts, our workshops will deliver you the expertise required for organic business growth.

Serving Suggestion

Our academics designed the workshops so that there is a clear progression path from the introductory workshop to its advanced equivalent. We would therefore advise that you attend the introductory workshop first; we don’t want you to bite off more than you can chew.

Tasting Menu

At an hour and a half, and delivered in the evenings, our Start and Evolve events are designed to give you a short, sharp, hit of industry expertise. The workshops focus on specific topics, and utilise experts in that field so that you leave with the knowledge, skills, and tricks of a seasoned industry insider - these bite-size workshops are ideal if you want to get a taste for a particular topic but are limited for time.

Reservations

For more information and to book a place on any of our workshops:
Register for the Investment Escalator Programme at lsbu.ac.uk/hungry
Call us on 020 7815 6904
Email us at hungry@lsbu.ac.uk
Management Accounting

14 April 2015 (9:00am – 12:30pm)
Clarence Centre for Enterprise & Innovation

Accurate accounting is the cornerstone of any continued business success. Yes, financial accounting will give you a picture of your business’ past and present, but management accounting will allow you to collate, analyse, and interpret a variety of information so that you can take strategic decisions that will ensure your long-term success.

Takeaway:
• The terminology of management account
• Effective budgeting
• Capital budgeting
• How to use analysis to inform strategy

Prepared and Delivered by:
Jonathan Rooks, a senior lecturer who has been teaching at LSBU for over 15 years. He is a specialist in Management Accounting, the internal operations of business.

Key Account Management

15 April 2015 (9:00am – 12:30pm)
Clarence Centre for Enterprise & Innovation

Who are your key customers? Which of them are vital to the success of your businesses? What type of customers do you need to attract if you want sustained success and growth? This workshop will introduce you to the concepts of Key Account Management and Customer Lifetime Value – together they can help you to determine the relationships that are going to be most beneficial to your business now, and in the future. You can then focus your time, effort and resources on attracting and keeping customers that will stay with you (and buy from you) for years to come.

Takeaway:
• Greater knowledge of the retail, corporate and government market
• The concept of Customer Lifetime Value
• How to design and evaluate your Key Account Management plan
• Preparing your Key Account Management plan

Prepared and Delivered by:
Anastasia Marinopoulou, a Lecturer in Marketing, and founder of her own consultancy company. Anastasia brings with her a wealth of experience in marketing and sales.

Business Planning and Forecasting

20 April (9:00am – 12:30pm)
Clarence Centre for Enterprise & Innovation

Effective business planning is vital when taking strategic decisions over your company’s long-term future. Learn how to plan and prepare for business growth with renewed confidence, intelligence and professionalism.

Serving Suggestion:
The workshop will be more beneficial if you have undertaken the Management Accounting Workshop. Having a good idea of your own business: customers’ buying habits, your likely costs/expenses to sustain your business.

Prepared and Delivered by:
Muriel Lisson, who brings with her over 20 years of financial management in both small start up organisations and large multinational institutions. As an entrepreneur herself she is able to incorporate practical experience within an interactive workshop approach. Muriel combines cutting-edge content with a solid foundation of professional research & theory.

eBusiness Planning

7 May 2015 (9:00am - 12:30pm)
Clarence Centre for Enterprise & Innovation

In today’s technology-driven business landscape a lot of time and money can be saved by utilising software for tasks that were previously carried out manually, or using software that isn’t fit for purpose. This workshop will highlight the benefits of eBusiness, as well as helping you to identify the technologies that can make your business more efficient.

Takeaway:
eBusiness Strategy and Planning:
• Managing relationship with software and hardware suppliers
• Identifying and selecting appropriate software tools for your business
• Demonstration of key software for your business:
  o General Customer Management System (CMS)
  o Blogging CMS (WordPress, Blogger)
  o eCommerce CMS
  o HMRC compliant payroll and accounting software

Prepared and Delivered by:
Dr Dilip Patel, has a vast range of experience across such a variety of areas that include: research, teaching, consultancy, information management and modeling, data mining, ontologies, system design, and much more.

To book a place on any of our workshops - click [here](#)
**Digital Marketing**

*21 April 2015 (9:00am - 12:30pm)*
Clarence Centre for Enterprise & Innovation

Society is moving further and further away from print media and other traditional outlets. It is vital that businesses today are aware of all marketing options available to them, and which will provide the best return for their time and money. This workshop will highlight key marketing concepts and analytical techniques, which will assist you to develop a better marketing strategy.

**Takeaway:**
- Key concepts in digital marketing
- Introduction to key technologies
- Developing digital strategy
- Your website and Search Engine Optimisation
- How to quickly implement an action plan

**Prepared and Delivered by:**
Ayesha Owusu-Barnaby, a senior lecturer in Marketing at LSBU. Prior to joining LSBU she held senior roles in marketing and public affairs for a number of private sector institutions.

**Introduction to Employment Law**

*22 April 2015 (9:00am - 12:30pm)*
Clarence Centre for Enterprise & Innovation

As an employer it is important to know your rights, responsibilities and obligations when hiring members of staff. With Employment Law frequently changing this is the ideal opportunity to know where you currently stand. This workshop will provide you with the essential information, helping you make important decisions based on current legislation.

**Takeaway:**
- Your rights, responsibilities and obligations
- Discipline and dismissal
- Dealing with grievances
- Significance of employment status
- Employment contract
- Family-friendly legislation
- Discrimination at work

**Delivered by:**
Chrissie Oldfield, a lecturer in Employment Law and Employment Relations at LSBU. Chrissie also contributes to Leicester University’s LLM in Employment Law and Employment Relations. She is also an appointed Member of the Employment Tribunals for England and Wales, and a member of the Race Discrimination panel.

**Business Workshops**

To book a place on any of our workshops - click [here](#)
Business Simulation Game – Take control of your business

9 April 2015 (9:00am - 12:30pm)
LSBU’s Faraday Wing

We have an innovative workshop that combines fundamental business techniques and strategies with an award-winning business simulator.

Dr. Safia Barikzai, a Senior Lecturer and Student Enterprise Champion, will provide you with knowledge and techniques to help you review, refine and prioritise your business needs so that you plan for growth in a sustainable way.

Safia will demonstrate how SimVenture, business simulation software, can be used to improve the effectiveness of your business. SimVenture was designed to allow entrepreneurs to practice starting, running and growing a virtual business – it’s a great way to develop your skills and test out strategy without the risk of damaging your business.

Dr. Martin Bush, a Principal Lecturer and Entrepreneur, will share his entrepreneurial insight, give the background to their online educational assessment platform, reasons for going into business, how things have gone so far, and lessons learned.

Together, the workshop will develop your overall strategic acumen, as well as provide you with the knowledge and techniques that you can quickly apply to your business.

Advanced Business Planning and Forecasting

19 May 2015 (9:00am – 12:30pm)
LSBU’s Faraday Wing

Effective business planning is vital when taking strategic decisions over your company’s long-term future. Learn how to plan and prepare for business growth with renewed confidence, intelligence and professionalism.

Serving Suggestion:
The workshop will be more beneficial if you have undertaken the Management Accounting Workshop. Having a good idea of your own business: customers’ buying habits, your likely costs/expenses to sustain your business.

Prepared and Delivered by:
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Advanced Business Effectiveness

Date TBD (9:00am - 12:30pm)
Clarence Centre for Enterprise & Innovation

Building on the Business Effectiveness workshop, this advanced version takes your skills and knowledge to the next level. This workshop focuses on using Lean Thinking and Six Sigma tools so that your business can run at its optimum capacity.

Takeaway:
• Analysing your business processes for value and wastes
• World class analysis and problem solving
• Risk management
• Continuous Improvement

Prepared and Delivered by:
Anastasia Marinopoulou, a Lecturer in Marketing, and founder of her own consultancy company. Anastasia brings with her a wealth of experience in business management, marketing and sales.

To book a place on any of our workshops - click here
Running an Online Business

22 April 2015 (5:00pm to 6:30pm)
Clarence Centre for Enterprise & Innovation

E-commerce is booming and the amount of online start-ups is growing every year. But setting up an online business takes more than just creating a website and a Twitter profile. This Start & Evolve talk will provide you with expert tips and tricks to start and grow a successful e-commerce business.

Reservations

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