

# SPRING BUSINESS SEMINAR PROGRAMME

**You are invited to attend these FREE workshops  
sponsored by UCLan and delivered by Colmena**

## **PLAN YOUR STRATEGY.....Where do YOU want to go?**

Thursday 10th March 2011

Learn tools and techniques to help you focus on your goals  
Action planning for getting where you want to be  
Making decisions and assessing risk

## **BUSINESS FINANCES.....Do YOU really understand them?**

Thursday 24th March 2011

What information should you be collecting?  
Understand information from your accountant  
Get the best out of the information to help you plan for profit

## **BUILD YOUR BRAND.....Do YOU know what it is yet?**

Thursday 7th April 2011

How do you wish to be perceived?  
Tips on how to develop your personal brand  
Low-cost ways to make your brand work

**All sessions to be held 4pm to 7pm**

**UCLan Business Incubator, Samuel Lindow Building, Westlakes Science &  
Technology Park, Whitehaven - sandwich buffet and refreshments included**

To book your FREE place contact Sarah Craig  
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