

Please complete the form below indicating which seminars you would like to attend and mail back to KTCM at the address below or alternatively book online at www.kirkcaldytowncentre.co.uk

Title: Forename : Surname:

Company:

Address:

Email: Telephone:

Date	Title	Tick to attend
Tues 24th February	• <i>The Mindset of the Successful Entrepreneur</i>	
Thurs 5th March	• <i>Kirkcaldy Tourism Forum meeting</i>	
Tues 10th March	• <i>How to engage with your customers</i>	
Tues 17th March	• <i>How do you create success?</i>	
Thurs 19th March	• <i>Effective Shop windows</i>	
Thurs 26th March	• <i>The key issues for Retailers</i>	
Mon 30th March	• <i>The Retail Sector in Scotland - a national perspective</i> • <i>The Small Business Perspective</i>	

KTCM Business Efficiency & Development (BED) Programme

MAINTAINING THE COMPETITIVE EDGE



KTCM Business Efficiency & Development Programme

The Business Efficiency & Development (BED) Programme is designed to arm Kirkcaldy businesses with the tools, skills and motivation to achieve their objectives in the months and years to come. With a diverse range of topics and expert speakers from across Scotland, this is your opportunity to not only survive in these difficult times but to build a platform on which your business can flourish.

Tuesday 24th February

5.00 - 7.00pm Adam Smith College Johnston Suite

“The Mindset of the Successful Entrepreneur”

Gordon Berry (Berry & Co)

- What is it that makes some businesses succeed whilst others fall by the way? What is it that separates the successful Entrepreneur? What is they are doing that is different? **Gordon Berry** will take us through developing a mindset that is geared for success, backing that up with a strategy that can help you achieve success and then arming you with the skills to cope with the challenges that you will undoubtedly encounter along the way.

Thursday 5th March

5.30 - 7.30pm Marks & SPENCER

“Visiting Kirkcaldy Forum”

- KTCM is working with Springboard Scotland and Cluny Clays to bring many businesses targeting or benefiting from the visitor market in the Kirkcaldy area to maximise opportunities through better cross-selling and collaboration. This expanded Kirkcaldy Visitor Forum will be an opportunity to work closer together to attract and retain more visitor spending in the local area.

Tuesday 10th March

5.00 - 7.00pm Adam Smith College Johnston Suite

“How to Engage with Your Customers”

Hilary Robb (Manager, Scottish Business In the community Fife)

- Successful businesses are those which attract and retain their customers by serving their needs through exceptional service and offering bets value. This interactive workshop offers insights to any business on how to do this and learn from examples of good practice.

Tuesday 17th March

5.00 - 7.00pm Adam Smith College Johnston Suite

“How Do You Create Success?”

Cliff Fleming of Baker Tilly

- Einstein said “the definition of stupidity is doing the same thing over and over and expecting different results.” In this seminar Cliff Fleming shows how you can achieve your desired outcomes by doing things differently and working ON rather than IN your business.

Thursday 19th March

5.00 - 7.00pm Beveridge Park Hotel

“Effective Shop Windows”

Isobel Hodgson (Visobelle Displays)

- A hands on workshop on the “science” of window dressing how to make your windows more appealing to customers to encourage them through your doors. A must for small retailers who want to improve the look of their shop windows and visual merchandising. Numbers limited to 15 businesses only.

Thursday 26th March

5.00 - 7.00pm Beveridge Park Hotel

“The Challenge for Town Centres”

Eric Calderwood, University of Stirling (also Main Board Director of the Co-operative)

- **Learn about the issues which retailers will need to focus on during the current economic climate.**

Monday 30th March

5.00 - 7.00pm Beveridge Park Hotel

“The Retail Sector in Scotland - a National Perspective”

Fiona Moriarty (Director, Scottish Retail Consortium)

“The Small Business Perspective”

Angus Smith (Regional Manager, Federation of Small Businesses)

- **This session offers the opportunity to review what the future holds for the retail sector as seen from the Scottish retail Consortium while also focussing on what it will take for small businesses to survive the recession, particularly in town centres.**