Innovator Business Training Programme

Achieve Commercial Success in a Complex World

EVENING	MODULE	SESSION	DATE	TIME
1	**Module 1** Innovation & R&D What is Innovation & why is it important to Innovate	**Session 1** • Understanding Innovation? • What makes you Innovative?	**Tuesday May 6th**	**6.30-9.30pm**
2	**Module 1** Innovation & R&D Process Development	**Session 2** • Idea Generation • Catalysing your idea	**Thursday May 8th**	**6.30-9.30pm**
3	**Module 1** Innovation & R&D Product Development	**Session 3** • Concept & Design? • Verification & Validation?	**Tuesday May 13th**	**6.30-9.30pm**
4	**Module 1** Innovation & R&D Intellectual Property (IP) The Importance of guaranteed Quality	**Session 4** • What is IP & why is it important? • Protecting your IP in practice? • Quality Systems	**Thursday May 15th**	**6.30-9.30pm**
5	**Module 2** Business Development Financial Management & IT	**Session 1** • Principles of Managing your finances • Tools to effectively manage your finances	**Tuesday May 20th**	**6.30-9.30pm**
6	**Module 2** Business Development Accessing Funding	**Session 2** • What where & how?	**Thursday May 22nd**	**6.30-9.30pm**
7	**Module 2** Business Development Marketing	**Session 3** • Researching a Market	**Tuesday May 27th**	**6.30-9.30pm**
8	**Module 2** Business Development Marketing	**Session 4** • Effective Marketing - The plan to capture a market	**Thursday May 29th**	**6.30-9.30pm**

EAST BORDER REGION

European Union
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EVENING	MODULE	SESSION	DATE	TIME
9	**Module 4** Human Resources	**Session 1** • Recruiting & Working with people effectively	**Tuesday 3rd June**	**6.30pm-9.30pm**
10	**Module 4** Understanding Tendering	**Session 2** • The Tendering Process	**Thursday 5th June**	**6.30pm-9.30pm**
11	**Module 3** Digital & Social Media Marketing. Website development, SEO and e commerce	**Session 1-** The role of social media Session 2-the practicalities of e business	**Tuesday 10th June**	**6.30pm-9.30pm**
12	**Module 3** Digital & Social Media Marketing. Social media in business	**Session –The role of Social media** **Facebook, Twitter & Linkedin and other tools**	**Saturday 14th June**	**10am-4pm**
13				
14	**Module 5** How to sell	**Session 1** • Techniques for successful selling • Closing the deal & customer relationship management	**Tuesday 17th June**	**6.30pm-9.30pm**
15	**Module 5** International Trading	**Session 2** • Effective Marketing - The plan to capture a market • How to sell abroad	**Thursday 19th June**	**6.30pm-9.30pm**
16	**Module 5** Working Collaboratively & Networking	**Session 3** • Co-opetition	**Tuesday June 24th**	**6.30pm-9.30pm**