

## Pop-up Business School Schedule

Come along for a specific session or just turn up and grab us in a break to talk about how to start a business idea and make extra money.

The Pop-up Business School is a place where you can get help with your ideas and support from our professional trainers. Just come on down for any and all of our sessions for coffee, biscuits and help with your plans! Sessions run 10am-12.30pm and 1.30pm-4pm every day. Please arrive at 9.30am for morning sessions and 1pm for afternoon sessions so you have time to grab a coffee, have a chat with us and get settled before we start.

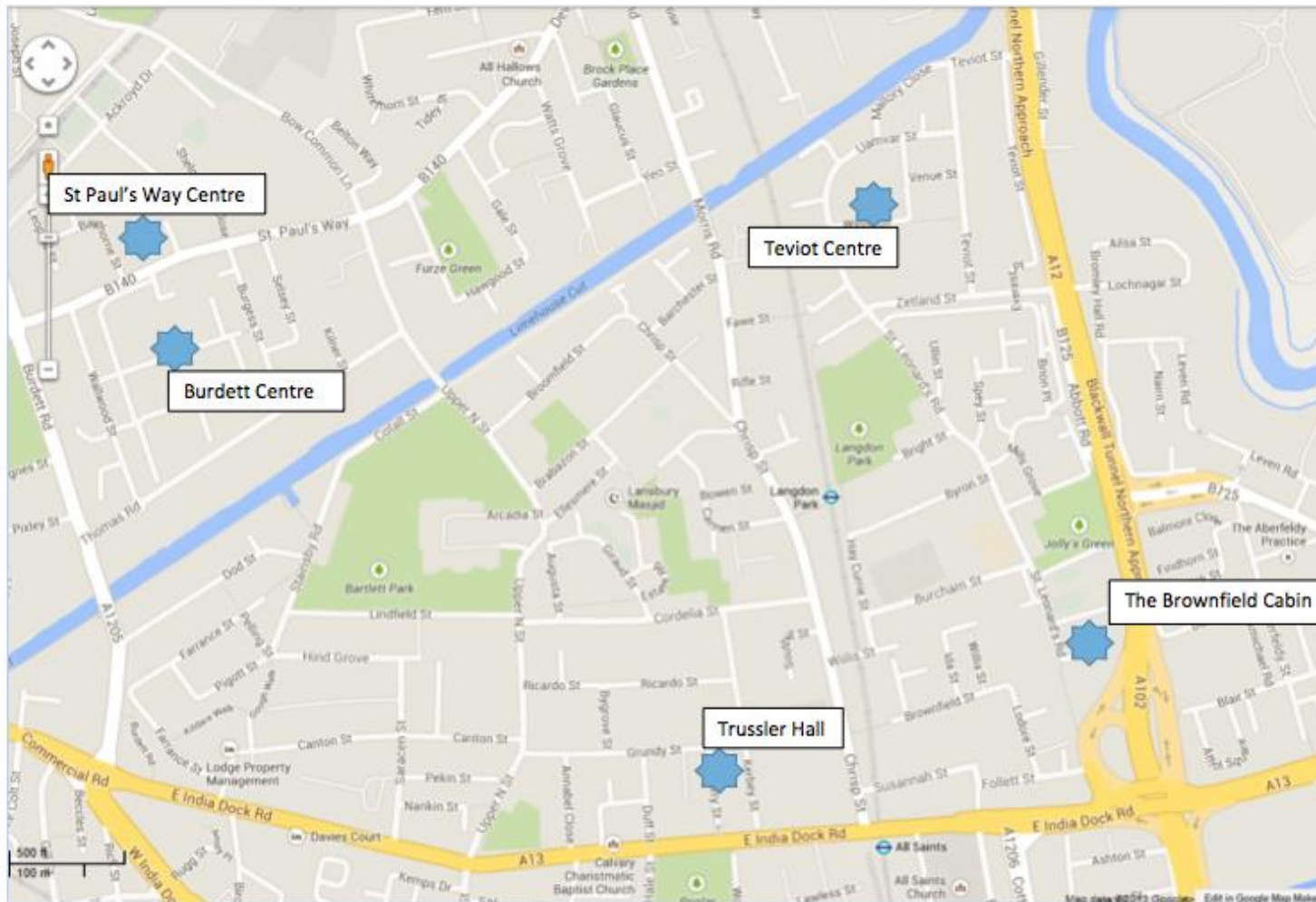
All we ask is that you come along for the first session on Monday morning and then you can drop in and out of the sessions that most interest you after that! **See you on Monday the 7<sup>th</sup> at 09:30am.**

Week 1	Mon 7 <sup>th</sup>	Tue 8 <sup>th</sup>	Wed 9 <sup>th</sup>	Thur 10 <sup>th</sup>	Fri 11 <sup>th</sup>
Am 10:00 - 12:30	<b>Opening event followed by Confidence: The Magic Ingredient</b>	<b>I want to start a business but I don't know what to do</b>	<b>How to start a business with NO money!</b>	<b>I don't get twitter - 9 ways to make money online</b>	<b>How to eat a frog! - What's stopping you from getting started</b>
Location Pm 13:30 - 16:00	Trussler Hall <b>The quickest way to build a business</b>	Burdett Centre <b>How to build a FREE website</b>	Burdett Centre <b>Never go back - 10 ways to leave the Job Centre behind</b>	Brownfield Cabin <b>How to make money from your sofa!</b>	Teviot Centre <b>Marketing, testing and sales - how to get customers and get going!</b>
Location	Trussler Hall	St Paul's Way Centre	Burdett Centre	Brownfield Cabin	Teviot Centre
Week 2	Mon 14 <sup>th</sup>	Tue 15 <sup>th</sup>	Wed 16 <sup>th</sup>	Thur 17 <sup>th</sup>	Fri 18 <sup>th</sup>
Am 10:00 - 12:30	<b>Retail Day: The only two ways to make money in retail!</b>	<b>Retail Day: Making money between serving customers</b>	<b>Putting your plans into action &amp; getting your 1<sup>st</sup> sale!</b>	<b>How to build a website for free</b>	<b>Negotiation - the secrets of buying things for less and selling more!</b>
Location	St Paul's Way Centre	Burdett Centre	Burdett Centre	Brownfield Cabin	Teviot Centre
Pm 13:30 - 16:00	<b>Retail Day: Click and collect can I really do it for free?</b>	<b>Retail Day: The secrets of increasing profit through customer service!</b>	<b>The keys to getting things done faster</b>	<b>12 ways to get people to visit your website &amp; buy your products</b>	<b>What to do after the Pop-Up Business School, award ceremony and the biggest secret of business</b>
Location	St Paul's Way Centre	St Paul's Way Centre	Burdett Centre	Brownfield Cabin	Teviot Centre

## Pop-up business location

We will be running the pop-up business school from the following locations over the two weeks. Just drop in and say hello to Mark and Alan. You will see the big signs.

Please note that there are no onsite parking facilities at any venue.



Trussler Hall  
78 Grundy Street E14 6AE

Burdett Centre, Masjid Lane,  
Off Wallwood St E14 7BW

St Paul's Way Centre  
83 St Paul's Way E3 4AJ

Brownfield Cabin  
St Leonard's Road E14 0QU

Teviot Centre  
Wyvis Street E14 6QD

*The DLR serves all of our locations.*

*All Saints for Trussler Hall and  
Brownfield Cabin*

*Langdon Park for Teviot Centre*

*Devons Road for St Paul's Way Centre  
and Burdett Centre.*

*D6, D7 and 309 buses also stop nearby*

## Workshop descriptions

### **Confidence: The Magic Ingredient**

When we ask the question “Have you ever thought of starting a business?” we get all sorts of answers from “I couldn’t do that!” to “I wouldn’t know where to start”. We believe that the magic ingredient is confidence, if you had a simple plan to follow, you were confident that it would succeed and excited about it then nothing would stop you. The magic ingredient in business is confidence. In this workshop we will explore confidence and how to increase it; helping you to get started!

### **I’ve got some ideas but I don’t know how to make them happen**

This workshop is perfect if you have been thinking about starting a business but just don’t know what the practical first steps are! If you have been dreaming of opening a barber shop, a tattoo shop, a café or restaurant or a small internet business then this is the workshop for you. Come along and we will help you get started. Together we can make these dreams come true

### **I want to start a business but I don't know what to do**

This workshop will guide you step by step through running your own business, what type of company to start, how to deal with tax, how to start selling and the nuts and bolts of small business start-ups. We have started a few companies in our time and have some of the magic shortcuts and tips we can share with you

### **Never go back – 10 ways to leave the job centre behind you**

This workshop is designed to give you inspiration and ideas of how to never go back to the job centre again. These ideas and tools will help you get your own job, help you set up a business and become financially free

### **12 ways to get people to visit your website and buy your products**

If you build it they will come! Have you heard that expression? It is a load of rubbish. People have been building websites for years and most of them have no visitors! In this interactive workshop we will show you exactly how to get people to visit your website and take action when they are there!

### **How to eat a frog: what's stopping you getting started?**

Have you been thinking about starting a business for years? Have you always dreamed of being your own boss? Have you wanted to do it but somehow you never got round to it?

This workshop will give you the power to get started and keep going when it gets tough. With the latest techniques for getting things done quickly this workshop will help you get going, get motivated and make things happen

### **How to make a website for free**

To start a business you need a website; right? Right, if you aren't on the web you are missing out.

Websites cost money to set up; right? WRONG! You can set up a great website that will get you online quickly and easily and will drive customers to you. All you need are the right tools! In this interactive workshop we will show you how you can build and promote a website for no money at all. Bring your laptop or borrow one of ours and let's get started!

### **How to start a business with NO money**

One of the most common things we hear after people express a desire to start a business is "I can't do it; it takes money to make money!"

That isn't true. I have seen incredibly successful businesses started for £100 or less! Come along to this workshop and we will show you how to get started with no money! And if you find you do need a little money then we will show you where to get it from!

### **I don't get Twitter: 9 ways to make money with Twitter**

Come along to this workshop and find out how one man is making \$15,000 a day from a 30 minute video he puts online talking about wine.

Twitter is changing the way we communicate and it is opening up possibilities. Come along to this interactive workshop and we will show you how to use twitter, how to set up an account and how to start a business that afternoon!

### **Make money from your sofa**

This workshop is designed to show you ways you can make money from the comfort of your own home. How to build a business and get started the same day!

We often hear people saying "I don't have time to start a business"; well this workshop will show you how to get it started from home and fit it around your family and life. This workshop will change the way you think about business!

## **Who is running the Pop-up Business School?**

**Poplar HARCA** - are funding and leading this innovative project and responsible for making it all happen!

**Alan Donegan** is an award-winning speaker, has his own radio show and owns a successful business delivering corporate training. He has spent years coaching people to make money, start businesses and have fun doing what they love. What he doesn't know about personal development hasn't been written yet.

**Mark Gittos** owns and runs several business, coaches Chief Executive Officers and the England Women's Rugby team. Mark has worked as a NLP Advanced Master Practitioner and top International Life Coach for many years, helping many people, including celebrities and sports professionals to overcome various restrictive elements in their lives. He has been featured in such press as: The Daily Telegraph, The Independent, Spin Magazine, Rugby World, InTouch, and has featured on Five Live Sports.