

AD:VENTURE Workshops & Events

AD:VENTURE



Email the event team:

adventureevents@leeds.gov.uk



Delivered by

West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

HOW DO OUR WORKSHOPS AND EVENTS WORK?

We have 3 types of events available for you.

- 1. General Networking** – These are open to anyone and are featured on our [main events page](#), and also on [Eventbrite](#).
- 2. Online Workshops** – These are held on Teams, and we have a variety of regular sessions you can book via the [main events page](#).
- 3. On Demand Workshops** – We have an impressive range of workshops available to you. You request them, we will deliver them.

You can browse the available topics on the slides in this toolkit, or you can see them on the [workshop requests](#) page.

Once we have enough demand, the workshop will move to the main events page where you can also book onto them.

A polite request from the events team.

Please book on events you intend to come to.

These are free to you, but every place costs the programme money and spaces are limited, so please consider this when you book.

If you need any help with your bookings, please email us at adventureevents@leeds.gov.uk

AD:VENTURE WORKSHOPS

SALES



BRANDING & PR



MARKETING



AD:VENTURE WORKSHOPS

SOCIAL MEDIA MANAGEMENT

MASTERING
INSTAGRAM
STORIES &
REELS



CONTENT STRATEGY
AND
BRANDING



EFFECTIVE ADVERTISING
CREATION:
FACEBOOK AND INSTAGRAM



THE WORLD
OF TIKTOK



WEBSITE DEVELOPMENT

PLANNING AND
LAUNCHING A WEBSITE
YOU'RE PROUD OF



STRATEGIC
WEBSITE CONTENT
FOR IMPROVED
VISIBILITY



SEO MASTERY:
CLIMB THE GOOGLE
LADDER WITH LIVE
WEBSITE AUDITS



AI SEO BOOTCAMP:
CREATE YOUR COMPLETE
2025 CAMPAIGN IN ONE DAY



PRACTICAL SEO FOR
SMALL BUSINESSES



GETTING STARTED
WITH GOOGLE
ANALYTICS 4



BUSINESS STRATEGY

STOP: THINK CUSTOMER!
(CUSTOMER ACQUISITION)



AN INTRODUCTION TO
THE BUSINESS
MODEL CANVAS



PRICING YOUR SERVICES
AND PRODUCTS FOR THE
PROFIT YOU NEED
(AND MORE!)



SO WHAT?
TOOLS TO ENHANCE YOUR
STRATEGIC
THINKING



USING KPIS TO MANAGE
YOUR BUSINESS



BUILDING AND
MANAGING EFFECTIVE
SUPPLY CHAINS



MANAGING
CAPACITY



UNDERSTANDING
YOUR PROCESSES



Online

DEVELOPING YOUR
BUSINESS PLAN

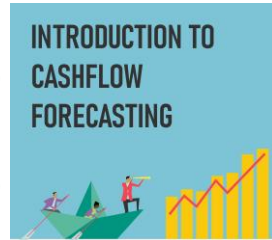


AD:VENTURE WORKSHOPS

FINANCE FOR SMES



Online



LEADERSHIP



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