

Fully
funded
on-line courses
available to
enrol on
today



Lancaster &
Morecambe
College

Leading Lancashire Digital Training Courses

We have successfully secured European Social Funding to support employees of Lancashire based SMEs to develop effective digital skills to use in the workplace. The programme is now available through remote access using on-line platform video conferencing, and can be accessed from work or home enabling you to develop your skills through training, coaching and support.

Essentials of Twitter

6 May 2021, 10am-1pm

This course is designed to take you from beginner to Twitter Pro, step by step you are guided on how to design, optimise and create an engaging Twitter profile that will attract followers and engage your audience.

Essentials of Instagram

7 May 2021, 10am-1pm

This two and a half hour course is designed for those short on time, and will take you from a social user to Instagram success. Step by step you are guided on how to design, optimise and create an engaging Instagram profile that will attract followers and engage your audience.

Canva for Business - Beginners

13 May 2021 • 10am-3pm

This is a beginners course in design using CANVA. Learn how to create simple, eye-catching graphics, posters, brochures and posts using this free software.

Canva for Business - Intermediate

14 May 2021 • 10am-3pm

This is a more advanced course in design using CANVA. Learn how to create more complex graphics, posters, brochures and posts using this PRO Subscription software. (You must be able to use CANVA PRO on this course.)

Group Coaching for Business Owners - Start-up

20 May 2021, 10am-1pm

This fantastic three-hour workshop is an engaged session aimed at helping you tackle the stops and starts within your business.

Hosted by a coach, you will join fellow business owners to form a peer coaching team, helping one another tackle the barriers to increase sales and brand awareness of your company.



lmc.ac.uk/employers/leading-lancashire or LMCBusinessAdminTeam@lmc.ac.uk

Leading Lancashire is
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LEADING LANCASHIRE
LEADERSHIP AND
MANAGEMENT DEVELOPMENT

LinkedIn - Building Your Personal Profile for Business

Coming soon

Create a winning profile that works, attract high worth contacts and increase the reach of your profile. Learn how to gain interest, create the right impression with logos, cover banners and profile statements.

Essentials of LinkedIn

Coming soon

Create a winning LinkedIn profile that works, attract high worth contacts and increase the reach of your profile. Learn how to gain interest, create the right impression with logos, cover banners and profile statements.

Essentials of YouTube

Coming soon

This course is for business owners who want to understand the power of YouTube and how it may enable your brand to gain more awareness. You will learn how video content can help to reach a wider audience, and want to know how to use content from other platforms on YouTube. The course is designed for those who want to understand how to optimise their channels and increase subscribers.

Essentials of MailChimp

Coming soon

This course is aimed at beginners, taking you through setting up an account to sending your first MailChimp newsletter.

Create landing pages for data collection and send out free booklets and downloadables to your audience. (You must have been on the MailChimp for Business Part 1 before doing this course.)

Essentials of Facebook Changes

Coming soon

In this course we bring you up to speed on the many changes within Facebook, the new layout, the new way to schedule and publish posts, automatically sharing content to more than one page, or a group. And discuss the ways in which you can engage and optimise your content.

Essentials of Facebook Business

Coming soon

This course is for beginners and will take you from basic to advanced advertising on Facebook. You'll learn, Facebook ad basics, how to set up the Facebook Pixel, how to create lookalike audiences, how to run retargeting ads to audiences, and how to create a Facebook ads strategy that works.



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