



### **Thrive workshops – Digital Skills for Farming Communities**

Through Thrive you can access free 1:1 business support, workshops and advice on digital skills, finance, future planning and more. The service is run by the Heart of the Southwest Growth Hub, with service delivery from Cosmic, BIP & North Devon Plus.

Please see below some of the digital workshops Cosmic are delivering. To register, please complete this form and one of the delivery partners will be in touch - [Thrive - Growth Hub \(heartofswgrowthhub.co.uk\)](https://heartofswgrowthhub.co.uk)

#### **First steps to getting online**

*Tuesday 12<sup>th</sup> July – 10am-1pm – East Devon Business Centre. Hontion, EX14 1SF*

*Tuesday 30<sup>th</sup> August – 1pm-4pm – Location TBC*

This workshop is for participants who have no experience of digital technology and are starting from scratch in terms of getting online and using technology.

In this session you will –

- Develop an awareness of broadband connectivity
- Learn the features to consider when choosing a laptop or smartphone
- Basic understanding of Microsoft 365 applications

#### **Digital Technology for the farm business – Improving your confidence**

*Wednesday 27<sup>th</sup> July – 10am-1pm – Online*

*Thursday 29<sup>th</sup> September – 1pm-4pm – Online*

This workshop is for participants who are able to do the basics with digital technology, but want to expand their knowledge and improve their confidence to assist with the day to day running of a farm. We will guide you through evaluating your connectivity, devices & software and demystify the world of digital technology.

We will offer support & advice on –

- Broadband & connectivity
- Devices and current specifications e.g Mobiles & Laptops
- Business Software – What to choose & how to make the most of it
- Farm Management Software – what's available & key considerations

### **Starting Out – Digital for Diversification**

*Tuesday 2<sup>nd</sup> August – 1pm-4pm – Online*

*Wednesday 12<sup>th</sup> October – 10am-1pm – Online*

This workshop is for participants who are contemplating diversifying their farm, exploring the factors you need to consider, and the part digital will play in ensuring it's success.

In this session, we will offer advice on –

- Considerations when setting up a website
- How to develop a presence on social media
- The importance of GDPR

### **Digital Marketing Strategies for Diversified Farm Businesses**

*Wednesday 21<sup>st</sup> August – 1pm-4pm – Online*

*Thursday 27<sup>th</sup> October – 10am-1pm – Online*

This workshop is for participants who are running a diversified farm business, whether that is a holiday let, selling your own products or running a farm shop. In this workshop we will discuss all things digital marketing and strategies that will make your business perform better in the online world.

We will explore –

- Search Engine Optimisation, Website Design & Navigation tips
- Online business listings
- E-commerce best practice
- Social Media & email marketing strategies
- Paid campaigns

The goal is to boost your rankings, enhance your visibility, increase quality traffic to your website and ultimately convert quality leads into paying customers.

### **One to One Support**

One to one support is available to participants who would like advice and support tailored to their individual needs. We can support with a range of topics and skill levels, whether you are starting out with digital technology or looking to advance your skills in a specific area.

Our expert digital trainers will offer friendly & supportive advice, to empower you to be more confident with digital.