



SMALL BUSINESS SATURDAY LAUNCHES MENTORING AND SUPPORT CAMPAIGN

LONDON, 4 OCTOBER 2023: A major programme of online mentoring and training is being offered by Small Business Saturday to help firms tackle ongoing economic challenges, as the campaign marks its second decade in the UK.

Small business owners across the country are being encouraged to sign up for a programme of free virtual workshops and one-to-one mentoring taking place this autumn. The activity is a core part of the campaign's nationwide roadshow—'The Tour'—which forms part of the official celebrations and countdown to Small Business Saturday on 2 December and is supported by BT Skills for Tomorrow.

Small businesses from anywhere in the country can sign up for over 20 workshops by leading experts on a range of useful topics, from boosting sales and becoming more sustainable, to improving confidence and resilience, including:

- Sustainability for Small Businesses
- Unlocking Grants and Investments
- Business Planning
- Diversity, Equity, and Inclusion guidance

And to make this learning even more fun and motivating for small businesses, those attending at least ten workshops will be rewarded with a Christmas gift, a [JustBe Botanicals](#) bath set. Free one-to-one online coaching sessions with experienced business mentors will also be available.

'The Tour' will also be travelling to 23 locations across the country to profile small businesses from 30 October. It will make use of electric vehicles to limit emissions and represent the strides small businesses are making in the race to net zero.

Entrepreneurs will also have the opportunity to tell their stories and network on Small Business Saturday's social media channels. And there will also be a weekly Small Business Happy Hour, featuring giveaways from local businesses.

"Small Business Saturday has supported the UK's entrepreneurs for over a decade," said Michelle Ovens CBE, director of Small Business Saturday UK. "This year's programme will really help small businesses as they tackle huge challenges due to the cost-of-living crisis, and encourage a more optimistic look to the future."

Small Business Saturday is a grassroots, non-commercial campaign, which celebrates small business success and encourages consumers to 'shop local' and to support businesses in their communities. The campaign, now in its 11th year, will take place on 2 December 2023, with backing from principal supporter American Express.

“Small Business Saturday is a fantastic initiative that empowers entrepreneurs to tackle the biggest challenges they are facing today. This year small businesses can access specialist mentoring and support, giving them tailored guidance on issues ranging from effective marketing to cyber security,” said Chris Sims, BT’s Managing Director for Small and Medium Business.

“As the tour enters its second decade, we are proud to be partnering with Small Business Saturday on this initiative again through our Skills for Tomorrow program, which has helped over one million entrepreneurs grow their small businesses with free digital skills training.”

To book onto the workshops, small businesses should visit <https://smallbusinesssaturdayuk.com/the-tour> or click on to the links in the schedule below.

Mentoring slots can be booked via the My Small Business section of the Small Business Saturday website, where small firms can log in or create a profile, and click on ‘The Tour 2022’ tab <https://smallbusinesssaturdayuk.com/my-small-business>.

-Ends-

Notes to Editors

Interviews and images are available on request.

Media Contact

Please contact media@smallbusinesssaturdayuk.com

Workshop Schedule

For more information please visit - <https://smallbusinesssaturdayuk.com/the-tour>

Date	Workshop Topic
Mon 30th Oct	Social Media 101: Empower Your Business
Tue 31st Oct	Fuel Your Business: Unlocking Grants and Investments
Wed 1st Nov	Mastering Smart Content Marketing
Thur 2nd Nov	Make your mark in 2024: The 5 types of media coverage you'll need to stand out
Fri 3rd Nov	What does small business success mean to you?
Mon 6th Nov	A Practical Guide to Sustainability
Tue 7th Nov	Ruthlessly Efficient Marketing for 2024!
Wed 8th Nov	5 Simple Ways to Keep the Hackers Away!



Thur 9th Nov	<u>Go Worldwide: How To Get Started With Exporting</u>
Fri 10th Nov	<u>Do It For The Gram: Shine On Instagram!</u>
Mon 13th Nov	<u>The Secrets Of Sky-High Confidence & Mindset Hacks for Running a Small Business</u>
Tue 14th Nov	<u>Make the Headlines: A Guide To Securing Press Coverage</u>
Wed 15th Nov	<u>Price It Right: The Ultimate Guide To Product Pricing</u>
Thur 16th Nov	<u>SEO Basics for Small Business</u>
Fri 17th Nov	<u>Unleash Your Brand's Potential: Mastering the Art of Storytelling</u>
Mon 20th Nov	<u>Business Planning for 2024!</u>
Tue 21st Nov	<u>Unlock 2024! Email Marketing Essentials</u>
Wed 22nd Nov	<u>Your Profit Finance Guide for 2024!</u>
Thur 23rd Nov	<u>Converting More Sales From Your Website</u>
Fri 24th Nov	<u>Mastering VAT for Small Businesses</u>
Mon 27th Nov	<u>Creating Change: A Guide To Diversity, Equity & Inclusion for Small Businesses</u>
Tue 28th Nov	<u>Ways To Market On A Budget!</u>
Wed 29th Nov	<u>Grow Your Sales in 2024</u>

About Small Business Saturday UK

Small Business Saturday UK is a grassroots, non-commercial campaign, which celebrates small business success and encourages consumers to 'shop local' and to support businesses in their communities.

Launched in 2013, the day itself takes place on the first Saturday in December each year, but with an impact that lasts all year round.

This year Small Business Saturday takes place on 2 December 2023.

<https://smallbusinesssaturdayuk.com>

About BT Skills for Tomorrow

[BT Skills for Tomorrow](#) is empowering 10 million people by giving them the skills they need to flourish in the digital world to make the most of life.

It is completely free and designed to help everyone - from school children and teachers, to parents, small businesses, jobseekers, and anyone who needs guidance getting online to make the most of life.



Working in partnership with leading digital skills organisations, BT have created and collated the best courses, webinars and information, in one easy to navigate place.

All it takes to get started is to visit www.bt.com/skillsfortomorrow