



Survival of the fittest

Find out how to save money, increase profits and improve resource efficiency... at a FREE event near you

Boost your bottom line by reducing energy consumption and increasing resource efficiency – even more important in the current economic climate.

Business Link is running a series of ten half day, free of charge workshops across the East Midlands offering practical advice on how to reduce costs in a tough economic climate.

The **'Survival of the Fittest'** events will focus on increasing profits, cost savings and business benefits and will include business case studies to illustrate the benefits of using resources wisely.

The events will include a video featuring Craig Sams, co-founder of Green & Blacks Organic Chocolate, sharing his success story on how running an ethical business can reap real business benefits and improve profitability.

Each event includes four workshops and delegates can choose the two of most relevance to them.

Workshop 1 - Using Technology to Cut Costs

Practical ways to employ technology to help identify and apply cost savings.

Workshop 2 - Meeting the Challenge of High Energy Costs

Energy efficiency and understanding utility bills.

Workshop 3 - Pack it in

How to reduce your spending on packaging waste

Workshop 4 - The best things in life are free

Why the best things in business are resource efficient.

Lincolnshire event dates:

27 January – EPIC Centre, Lincolnshire Showground, Lincs 8.45am - 1.00pm

18 February – Petwood Hotel, Woodhall Spa, Lincs 8.45am - 1.00pm

For more information & how to book...

For details of the full regional event programme and to secure your place at the event most convenient for you - contact Business Link on **0845 058 6644** email info@businesslinkem.co.uk or visit www.survival-of-the-fittest.co.uk

These **'Survival of the Fittest'** workshops are delivered by **Business Link**