

## Inside Knowledge factsheet

Inside Knowledge is a five day, residential, workshop.

The course cost, which is heavily subsidised by Star Pubs & Bars, includes all meals and accommodation, the first years CPL eLearning licence and in-house cellar training provided by either Innserve or Cask Marque.

We prefer all delegates to be resident, even if they do live locally, as the week is quite busy, there are some evening activities, and our experience is that delegates get the best out of the course by being able to fully join in without any external distractions. There is no reduction in the cost if you choose not to be resident.

**To ensure that lessees get off to the best start, and also to comply with the Pubs Code, Star Pubs & Bars have a policy that training must be completed prior to entry into the pub.**

## What happens on Inside Knowledge?

The **Inside Knowledge** workshop is designed to give you the very best opportunity to launch your new business. As such the week is all about your business plan, using the 6 Ps of business planning to examine and discuss your plans including:

- **The Pub:** your vision for the business; being able to describe your offer; your standards; what will make your pub stand out.
- **People:** recruitment & training; calculating wage costs; discipline & grievance procedures etc.
- **Product:** what you sell, how you sell it and what the customer is looking for; current and future offer; critical path to starting food.
- **Price and Profitability:** examining some of the key numbers; setting and achieving targets; understanding licensed trade accounts.
- **Promoting:** putting together a launch plan for your new business; current and future customers; setting your stall out and getting it right first time.

There is also a supplier roadshow featuring some of the suppliers who can help you develop your business.

## Timetable

- **Monday:** 11:00 am till 5:30 pm. Please arrive in plenty of time so that we can start promptly. Lunch will be served around 1.00pm. You will have a free evening, although you will be asked to do some preparation work for Tuesday.
- **Tuesday:** 9.00 am till 5:30 pm. Free evening, with some preparation work for Wednesday.
- **Wednesday:** 9.00 am until 5.30 pm, followed by evening trade visits.
- **Thursday:** 9.00 am until 5.30 pm, followed by course dinner.
- **Friday:** 8.30 am until approximately 3:00 pm.