

Latest business news from Keele University

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Business Gateway newsletter - 21 May 2020

With many local businesses viewing the current situation as an opportunity to review their current ways of working, the business support programmes available at Keele University may be an ideal starting point for those looking to upskill or add elements of innovation into their business practices. [See how Keele University is supporting businesses across Stoke-on-Trent and Staffordshire through the pandemic.](#)

For a confidential discussion, and to find out how your business can benefit from a Keele University collaboration, please contact the Business Gateway on 01782 733001, email business.gateway@keele.ac.uk or visit keele.ac.uk/business.

Keele Talks Business - Free expert webinars

The Keele University Business Gateway is pleased to announce the next session in its new series of free online *Keele Talks Business* webinars, featuring business experts from across Staffordshire and beyond.



The Marketing Conundrum: How do businesses communicate during and after COVID-19?

- Thursday 28 May 2020 (12pm-1pm)
- With **Grant LeBoff**, founder of **Sticky Marketing**
- Visit the [Business Gateway website for information and to register](#).

Recordings of all the previous *Keele Talks Business* webinars are [also available to view online](#).

Health and Wellbeing clinic launches new service thanks to Keele grant



A clinic based in Stoke-on-Trent has been awarded funding to launch a pilot project to help companies support their employees' health and wellbeing, thanks to a grant from Keele University's [Business Bridge programme](#).

The Torus Wellbeing Clinic in Shelton is using the funds to help develop an Employee Assistance programme which will focus on areas such as positive mental health, stress relief and resilience. [Read more](#).

For those businesses that are operating in or around healthcare markets and their associated supply chains, the Business Bridge programme is able to help deliver a competitive advantage through the provision of technical advice, collaborative

Virtual internships now available for charities and not-for-profits

In response to the current coronavirus crisis, Keele University is offering charities and not-for-profit organisations the opportunity to have a student work with them on a virtual internship, free of charge.

Through Keele's partnership with Santander Universities UK, participating organisations will benefit from the knowledge and skills of a talented Keele student in areas such as:



- Market research
- Marketing and communications
- Fundraising
- Data analysis
- Environmental issues
- Moving business operations online.

[Read the full story here to find out more information.](#)

Knowledge exchange project to enhance internships, placements and student consultancies



Keele University is leading a project to develop best practice and expertise in the delivery of knowledge exchange through initiatives such as student internships, virtual placements, enterprise challenges and student consultancies.

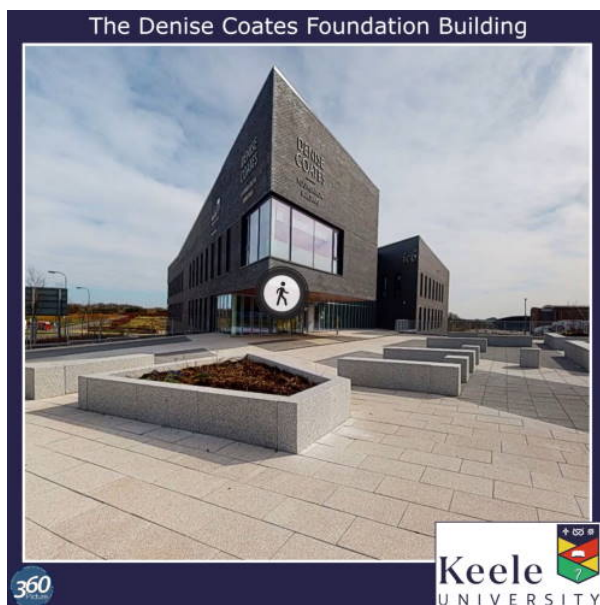
Building on programmes such as the Keele Research and Innovation Support Programme, the project will develop complementary approaches to knowledge exchange, prioritising

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and will deliver external benefits such as enhanced employability for students and solutions to business challenges. [Read more here.](#)

Take a virtual tour of the Smart Innovation Hub

Click the image below to take a 360-degree virtual tour of the Denise Coates Foundation Building - home to the [Smart Innovation Hub](#) and Keele Business School.



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**The following support programmes available within the Business Gateway are receiving funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020:*

- *Keele University Science & Innovation Park Smart Innovation Hub (Ref: 32R17P01691);*
- *Smart Energy Network Demonstrator (Ref: 32R16P00706);*
- *Business Bridge (Ref: 32R18P02530).*



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