

Wednesday 12th October 2011

	Hall 1	Business Seminar 1	Business Seminar 2
8am	Registration	Registration	Registration
9am		<b>An Introduction to PR - shining a light on the dark art:</b> Marlin PR	<b>Are you planning for success?</b> Kevin Hart, Sage
10am	<b>Opening Address:</b> Lee Perkins, Managing Director Small Business Division, Sage		
11am	<b>Why Tomorrow's Technology Matters Today:</b> David Rowan, Editor, Wired	<b>Word of Mouse - Using LinkedIn as a Referral Tool:</b> Andy Lopata, Networking Guru	<b>Who are your best people?</b> Chris Dunn, Enterprise Transitions Practitioner
12noon	Lunch	Lunch	Lunch
1pm	<b>How to Succeed in your Jungle:</b> Benedict Allen, Explorer		
	Welcome Back & Introduction		
2pm	<b>The LOVEFiLM Story:</b> Simon Calver, LOVEFiLM		
3pm	<b>The Truth about Leadership, Growth and Innovation:</b> Max McKeown	<b>Delivering Exceptional Customer Services:</b> Jim Scott, Sage	<b>An Update from HMRC:</b> Giselle Banks, HMRC
4pm	Afternoon Tea	Afternoon Tea	Afternoon Tea
	<b>Now That's What I Call Marketing Volume 1:</b> Geoff Ramm, Marketing Speaker		
5pm	<b>Closing Comments &amp; Networking</b>		

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8am	Registration	Registration	Registration
9am		<b>Foundations for successful customer management:</b> Michael Crampsey, Sage	<b>How small businesses can get started with social media:</b> Helen Trim, MD of FreshNetworks
10am	<b>The Trunki Story:</b> Rob Law, Founder, Magmatic & Trunki		
11am	<b>How to Network with Confidence:</b> Andy Lopata, Networking Guru	<b>Raising Finance:</b> Neil Mackay, Advantage Business Angels	<b>An Update from HMRC:</b> Julie Edwards, HMRC
12noon	<b>Tales of a Conman - What Can Business Learn from the Hustle?:</b> Alexis Conran Lunch	Lunch	Lunch
1pm	Welcome Back & Introduction <b>The Scent of the Successful Entrepreneur:</b> Jo Malone		
2pm	<b>The Future of the Web:</b> Richard Robinson, Google	<b>Who are your best people?</b> Chris Dunn, Enterprise Transitions Practitioner	<b>Putting Users at the Heart of your Website:</b> Peter Wilson, Sage
3pm	Afternoon Tea <b>Now That's What I Call Marketing Volume 2:</b> Geoff Ramm, Marketing Speaker	Afternoon Tea	Afternoon Tea
4pm	<b>Closing Comments</b>		

Key:  Keynote Speaker  Business Seminar