

fsb⁵⁰

lunch
included

free
to
attend

BUSINESS BOTCAMP

Make Your Business Fly

Check-in: 9:30am
24 April

Army Flying Museum
Middle Wallop
Stockbridge SO20 8FB

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Programme

- 9:30am** Check in (venue opens)
- 10:00am** Boarding (event begins)
Welcome from Ruth Lambert, FSB

Welcome from Army Flying Museum

Josh Pope, Zoho UK
Navigating the Marketing and Sales Funnel for Success

Emily and Alan Braithwaite, Yellow Tuxedo
Piloting Your Way Through Social Media

Nicky Rudd, Padua Communications
Lift Off Your Small Business Marketing

Tom Vaughton, Varn
Getting Your Business Visible
- 11:30am** Comfort Break
- 11:50am** Alexander Coles, Botlib.ai
A.I. to Let Your Business Fly

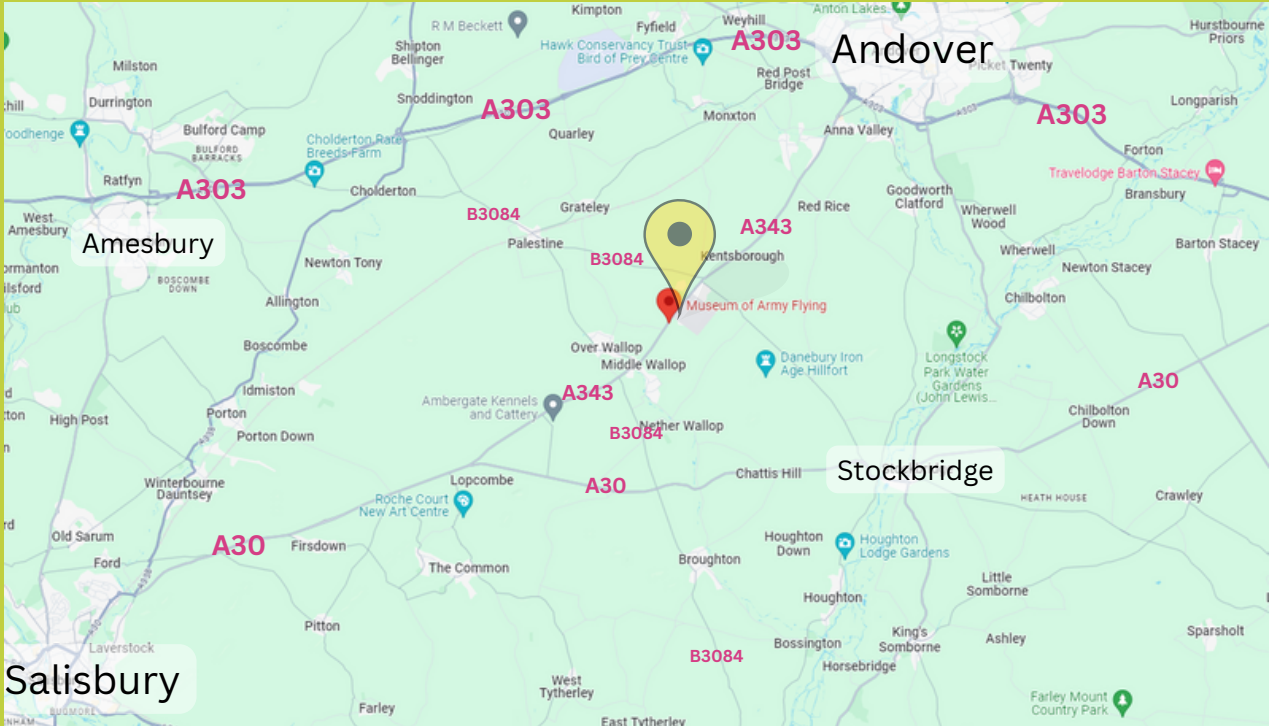
Jeremy Mason, video coach
How to Take Your Video to a Higher Altitude

Kelly and James West, ONLE Networking
Break the Networking Sound Barrier

Closing words
- 12:55pm** In-flight meal and networking sponsored by ONLE
- 2:00pm** Event close

Venue

How to get to Army Flying Museum



Army Flying Museum, Middle Wallop, Stockbridge SO20 8FB

For some Sat Nav users and Apple Map users, use postcode SO20 8DY. The what3words location is [///flag.elections.lateral](https://www.what3words.com/flag.elections.lateral)

The Army Flying Museum has free parking spaces for visitors.

[Google Maps directions](#)

The nearest electric car charging points are:

- Osprey Charging Station, Andover, SP11 8BF
- Shell Recharge Charging Station, 280 Weyhill Rd, Andover, SP10 3LS
- PodPoint Charging Station, Stockbridge, SO20 6HF
- Chargemaster (POLAR) Charging Station, A30 London Road, SP1 3HP



Sponsors

6 Things Zoho Can Do For Your Business

Running a small business can sometimes feel like there isn't enough time in the day. Imagine if there was a solution that seamlessly managed all your processes, giving you back valuable time. Well, there is.

Introducing Zoho One, our unified platform to run your entire business. From marketing to finance, we've got you covered...

1. **Close deals faster** with our powerful CRM
2. **Drive more leads** with email marketing, social media, and more.
3. **Take control** of your finances and make smarter decisions.
4. **Amaze customers** with top-notch support.
5. Keep your team **engaged and organised**.
6. **Simplify all your subscriptions** into one manageable package.

With 45+ apps at your disposal, running your business just got simpler. And the best part? It's budget-friendly too!



Ready to supercharge your business?

Scan the code to learn more or chat with our experts.

www.zoho.to/2403-L-EVT-FSB-BBC

Sponsors

Today's networking lunch is sponsored by ONLE Networking



The business network for people who like people

ONLE is the business network for people who like people. And we believe that people can change the world.

We think that people are endlessly interesting and have unlimited potential. We're inspired every day by the passion, innovation and brilliance of the people we meet. We believe in people and we believe that our community can change networking and ultimately the world.

- James and Kelly West

To support everyone attending the event, ONLE has created a Networking Toolkit, which includes four resources such as a jargon guide and networking checklist, plus a complimentary visit to an ONLE meeting of your choice.

[Please register here to receive the Networking Toolkit.](#)

[Take a look at ONLE's networking calendar here.](#)

Thanks To

The **Army Flying Museum** tells the story of British Army Flying from the early days of military ballooning to the modern Army Air Corps. The collection was started in 1946 at RAF Andover but later moved to Middle Wallop and first opened to the public in 1974.



The Museum comprises two large aircraft halls (the Prince Michael of Kent Hall and the Hayward Hall) a learning centre, a 1940s house display, a play park and conference facilities.

The Museum holds an extensive collection charting over 100 years of the British Army in the air. With over 35 fixed wing and rotary aircraft on display, the Museum is the perfect place to explore the fascinating history of army aviation.



Photography by

NICK COLE
business photography

Nick Cole is a commercial photographer based in Chippenham, helping businesses unlock their visual stories with photography for websites, social media and marketing projects.

Having a corporate background helps Nick put clients at ease. Not just the photography, but the clear understanding of the business need. Be the requirement a headshot or business storytelling shoot, Nick can capture the look, feel and the personality of the business.

Learn more about Nick's approach to business storytelling photography [here.](#)

WALLOP WHEELS & WINGS



**SATURDAY 13TH JULY
2024**

Sponsored by

10AM TO 4.30PM



www.armyflying.com

Charity number 297897

Speakers

 /Zoho

 /Zoho UK

Josh Pope

Zoho UK



Navigating the Marketing and Sales Funnel for Success



Josh will explore the relationship between the marketing and sales funnel and offer insights into how to get the most out of them.

Josh, a Regional Account Manager at Zoho, works with UK businesses to help them overcome the challenges they may encounter with the day to day running of their business.

Speakers

 /YellowTuxedo

 /YellowTuxedo

 @yellowtuxedouk

Emily and Alan Braithwaite

Yellow Tuxedo

Piloting Your Way Through Social Media



This presentation will demonstrate how social media fits as such an important part of your online visibility and by cutting out the noise and focusing on a few core areas you can really amplify your presence and use it as an incredible tool for both growth of your business and growth of your network. Let's go on an adventure with your social media rather than staying stuck on the runway.

Meet Emily and Alan Braithwaite, the dynamic duo behind Yellow Tuxedo, the internet's brightest online visibility specialists! They are not your average marketing company. They are all about teaching people how to stand out in the crowd for themselves with practical support, training and mentorship.

Find out about:

1. Flight plan- understanding the journey and destination
2. Altitude adjustment- How to amplify your social media in a way that feels right to you
3. Dealing with turbulence- Managing time and expectations
4. Instrument navigation- Leveraging tools to support you
5. Safe landing- Celebrating milestones and successes

Speakers

 [/paduacommunications](https://www.facebook.com/paduacommunications)

 [/nickyrudd](https://www.linkedin.com/company/nickyrudd)

 [@nickyrudd01](https://twitter.com/nickyrudd01)

Nicky Rudd

Padua Communications

Lift Off Your Small Business Marketing



Nicky's talk will focus on: Clarity on managing marketing activity so it is simpler, more focused and less stressful!

A Chartered Marketer and a Fellow of the Chartered Institute of Marketing (CIM), Nicky Rudd is the MD of Padua Communications, a content marketing and PR agency that she founded in 2009. Padua Communications has worked with clients of all size in over 70 different industry sectors, creating over 2,500 pieces of content in the past decade. Nicky drinks an inordinate amount of tea and was very nearly the voice of the speaking clock.

Find out about:

1. Creativity
2. Clarity on storytelling ideas
3. Advice on content creation
4. Time management for effective marketing
5. How to focus on the real story that will get you brand awareness and sales

Speakers

 [/Varn.co.uk](https://www.facebook.com/Varn.co.uk)

 [/tomvaughton](https://www.linkedin.com/company/tomvaughton)

 [@VarnMedia](https://twitter.com/VarnMedia)

Tom Vaughton

Varn

Getting Your Business Visible! The Future of SEO and Search



This talk will help attendees understand the importance and value of effective SEO marketing strategies for their business.

Tom will share what success (& failure) in SEO has taught him about what you need to focus on for the next decade, if you want to be visible online to ensure people can find your business in a search.

Tom Vaughton has worked in the world of SEO over 20 years & is CEO of Varn, which he founded in 2010. Varn is a specialist SEO agency that knows all there is to know about search marketing. With a team of mathematicians, data analysts, linguists and developers, Tom has built an expert team with deep knowledge of SEO, a love of AI, data & analytics & a fierce competitive streak to ensure clients' websites thrive.

Find out about:

1. What is 'good' SEO?
2. What is the history of SEO and why is that important?
3. What is effective long term SEO? 8 principles to follow
4. What's changing in search?
5. What are the 6 trends to keep an eye on in search marketing?

Speakers

 [/Alexander Coles](#)

 [/alexander-coles-](#)

 [@ColesyInAsia](#)

Alexander Coles

[Botlib.ai](#)

A.I. To Let Your Business Fly



Did you know 95% of SP500 companies use A.I yet only 30% of small businesses do?

Change is a catalyst for causing action, to succeed we must have an open mindset to the change, then understand it, and strategically use it.

Alexander has always been fascinated by new technologies and with a background working for innovative tech startups or advising them. He made the pivot last year from delivering training in A.I to now implementing it.

Find out about:

1. How to be proficient in getting the result you want from A.I.
2. How to understand the landscape of competitors using it
3. Learn how A.I. Agents are the current and future use case
4. Discover voice A.I. and its implications
5. Find out about options to perform a Business A.I. Audit

Speakers

[f /videotrainingforbusiness](#)

[in /jeremymasonvideocoach](#)

Jeremy Mason

Video Coach

How to Take Your Video to a Higher Altitude



I'm an award-winning TV pro and marketer whose work includes concert films at the Royal Albert Hall. I know small businesses can change the world for the better - and want to help yours get there. Video builds trust, empowers your audience, and is the most powerful way to connect. Think of it as your own TV channel!

My mission is to help values-driven business owners use video to create genuine connections, scale their impact and business success. If that's you, I'd love to help you on your video journey.

Jeremy's talk will give business owners clarity around how to create effective video - that will deliver ROI for their business.

Find out about:

1. Why you should be making video
2. Why you should start now
3. Why everything you create should be made with your audience in mind
4. Why you should be talking about the right thing, at the right time, to the right people
5. Where to go for video creation support

Speakers

 /ONLEnetworking

 /jamesonlenetworking

 /kelly-west-onle-networking

Kelly and James West

ONLE Networking

Breaking the Networking Sound Barrier



When networking, do you feel like no one is listening to you? Are your social media posts failing to get a response? Kelly and James, founders of ONLE Networking, explain that with most of us experiencing information overload, reframing how you communicate to get attention from others is a must.

Kelly and James are the husband and wife team behind ONLE Networking, the business network for people who like people. They have gained so much from networking - including each other - and now help other business owners tap into the wealth of potential offered by business networking.

Find out about:

1. How to make yourself heard without shouting
2. No one wants to read marketing messages - so stop sharing them
3. If you want an engaged community, engage the community
4. Take opportunities to listen - to gain support and learn about the language that will resonate with your audience
5. Be concise and use the limited time you have to speak wisely

Host

The logo for FSB 50, featuring the letters 'fsb' in a dark blue, lowercase sans-serif font, followed by the number '50' in a gold, uppercase sans-serif font. The logo is centered within a white circular background.

FSB is the UK's leading membership organisation for small businesses and the self-employed.

Members have an exclusive package of great value business services and have instant access to a wealth of tools and services made for small business owners. Offering not for profit small business advice, financial expertise, support and a powerful voice. It represents members' interest through lobbying every level of government within every part of the UK.

Here in the South West and South Central regions, including the counties of Hampshire, Isle of Wight, Buckinghamshire, Oxfordshire and Berkshire, Somerset, Wiltshire, Dorset, Cornwall, Devon, Gloucestershire and Bristol, FSB representatives work with local members to further FSB influence at a local and regional level.

Ruth Lambert FSB Development Manager



Ruth is FSB Development Manager for Somerset and Wiltshire.

As an FSB Development Manager, Ruth represents thousands of small businesses by lobbying for them locally and providing both one to one support and local events.


She regularly speaks to local media to keep the issues facing our small business community front and centre of local debate.

Exhibitors

Federation of Small Businesses

 [Hampshire, Dorset and IOW](#)


 [Somerset and Wiltshire](#)

 [Thames Valley](#)




Zoho UK

 [Zoho](#)

 [Zoho UK](#)



Army Flying Museum

 [Army Flying Museum](#)



Exhibitors

HRSS Ltd



HRSSupport



**Piece of
Cake
Accounting**



Piece of Cake
Accounting



**Sales Geek
Bath &
Swindon**



Sales Geek



Exhibitors

[i-boardroom](#)



[i-boardroom](#)



[Esperienza Learning](#)



[Esperienza Learning](#)



[Esperienza Learning](#)



[The IncuHive Group Ltd](#)



[IncuHive](#)



[@IncuHiveUK](#)



[IncuHive](#)



Exhibitors

Prosec
Consultancy.
Ltd



Prosec
Consultancy Ltd



PROSEC
Consultancy Ltd



Winterbury
Training



Winterbury
Training



WSX
Enterprise



Dawn Leader



Exhibitors

The Enterprise Network



The Enterprise Network



The Enterprise Network Swindon & Wiltshire



Andreapenna Photography.



Andreapenna Photography.



Swagable by Attendable



Attendable



@AttendableSays



@SwagableSays



Exhibitors

Test Valley Borough Council



Test Valley
Borough Council



@TestValleyBC



Solent Partners



Solent Partners



Solent Partners

