

A background image showing three business professionals in a meeting. On the left, a man in a blue checkered shirt is smiling and looking towards the center. In the center, a woman with long brown hair is smiling and looking towards the right. On the right, the back of a man in a red suit jacket is visible, looking towards the woman. The background is a bright, out-of-focus office setting.

**fsb**<sup>03</sup>

Federation of  
Small Businesses

# FSB Business Bootcamp Spring into Success

Wednesday 20 March 2024

9.30am - 3.30pm

TBXH Sunley House, Croydon

Sponsored by



#FSBBootcamp  
[fsb.org.uk](https://fsb.org.uk)

Event Partner:



# Programme

**8.30am** Exhibitors' networking breakfast

---

## MORNING SESSION

**9:30am** Open

**10.00am** **Welcome to FSB Business Bootcamp**  
David Clare, Event Host

**10:05am** **Housekeeping**  
TBXH (Venue Sponsor)

**10:10am** **Welcome to Croydon**  
Executive Mayor Perry, Croydon Council

**10:15am** **Selling for Success: Top tips and tools for getting a hole in one**  
Dale Chalk of Zoho (Headline Sponsor)

**10:30am** **Mastering Success: Insights on branding and marketing**  
Nigel Davies and Sarah Marsh-Collings

**11:00am** **Hello from exhibitors**

**11:15am** **Refreshment break and time to meet the exhibitors**

**11:30am** **Thriving Success: Integrating health and wellbeing in your workplace panel discussion**  
Hosted by Cheryl-Iya Broadfoot - with Bayo Igoh, Jemma Fairclough-Haynes and Ghitta Basson

**12:00pm** **Hello from exhibitors**

---

**12:15pm** **Networking lunch and meet the exhibitors**

---

## AFTERNOON SESSION

**1:30pm** **Spring into Success with AI: Marketing and technology innovations for your small business**  
Celia Rizothanasi and Gary Blunden

**2:15pm** **Refreshment break and meet the exhibitors**

**2.45pm** **Speed networking session**  
with Zoco Networking

**3:15pm** **Closing speech**

**3:30pm** **Event close**

# Host



## David Clare

Our host for the day is David Clare, founder of Exposed Design Consultants. He leads a multi-award-winning graphic design business based in London.

With over 35 years of experience, David specialises in branding, retail design, and corporate communication. David is the FSB North London Area Leader and advocates for positive change in the business environment and strongly believes in the power of local community building.

[www.exposed.co.uk/graphic-designer-london](http://www.exposed.co.uk/graphic-designer-london)

---



## Dale Chalk

Dale Chalk is the Regional Account Manager UK at Zoho UK and has worked in sales for over two decades. He has amassed significant experience in what works well. David will share his experiences and provide top tips on how to execute a successful sale.

[zoho.com](https://www.zoho.com)

---



## Sarah Marsh-Collings

Sarah is Troop Leader at babelMonkey, a digital marketing agency launched in 2014.

A copywriter at heart, Sarah is an experienced Social Media Manager with a particular focus on LinkedIn. babelMonkey is an award-winning agency, working with clients across various sectors, including scientific instrumentation, lifestyle coaching and recruitment.

Sarah has been an FSB member since 2017, an active volunteer since 2019 and is often a regular speaker at FSB events. She was also the international judge for the American Marketing Association (Houston Chapter) for two years.

[babelmonkey.co.uk](https://www.babelmonkey.co.uk)

---



## Nigel Davies

Nigel has more than 25 years in the creative industries sector. He has been employed by leading London design agencies and created the first global standard for Ford Motor Company. Upon forming his own agency.

He has won multiple awards for brand transformation working with businesses as diverse as CitySprint, Cancer Research UK, Soak&Sleep, and Radioplayer.

He is also an avid music collector and regular pub DJ with over 6,000 records slowly taking over his family home.

[pincreative.co.uk](http://pincreative.co.uk)

---



## Cheryl-lya Broadfoot

Cheryl-lya Broadfoot of Soul's Compass provides innovative, creative project management solutions to grassroots charities, community micro-businesses, and women-owned businesses. They manage and support various projects within the heritage, community, health and wellbeing fields.

In addition to receiving a Contribution to Community Award from the Mayor of Enfield, Cheryl-lya has been nominated for several leadership and volunteer management awards within the voluntary care sector. The vision for Soul's Compass is to elevate clients and communities to thrive.

[soulscompass.net](http://soulscompass.net)

---





## Ghitta Basson

Ghitta Basson is a dedicated clinical hypnotherapist, mind mediator, and psychotherapist based in London. Originally from Namibia, Ghitta transitioned from sales and marketing to therapy in 2004 after life-changing hypnosis sessions.

Her expertise lies in stress, anxiety and hormone rebalance, addressing issues from high blood pressure to infertility. Ghitta is also a corporate mental health consultant, specialising in the construction industry, offering workshops, in-house therapy and collaborating on wellbeing programmes.

[rewindyourmind.co.uk](https://rewindyourmind.co.uk)

---



## Jemma Fairclough-Haynes

Jemma Fairclough-Haynes, CEO of Orchard Employment Law, is an employment law specialist and dynamic public speaker, known for making complex legal topics engaging and accessible.

Jemma excels in delivering compelling and eye-opening presentations, with extensive experience representing various companies in employment tribunals across the UK.

She's recognised for her practical approach to legal advice, supporting over 300 employers internationally. Her influence extends to the media, where she is frequently featured as an expert, contributing to outlets like BBC Radio Kent, Times Radio, and the Daily Mail. Jemma is celebrated for her ability to demystify law, ensuring it's both understandable and relatable. Her commitment to offering early-stage legal and HR support has established her as a respected figure in her field.

[orchardemploymentlaw.co.uk](https://orchardemploymentlaw.co.uk)

---



## Bayo Igoh

As a Business Coach and Mentor, Bayo of Bigoh Coaching has worked with a cross-section of senior managers and executives in voluntary, public and private sectors. He has a demonstrable track record working with entrepreneurs, start-ups and SMEs.

Bayo knows how it feels to be constantly on a treadmill – always working but not necessarily progressing. He has found that businesses often want the tools and systems to help them thrive, but they don't have the time to find them. His expertise as a business coach has supported a variety of small businesses on their journey, whilst teaching them how to prioritise their wellbeing.

[bigohcoaching.com](https://bigohcoaching.com)

---



## Celia Rizothanasi

Celia, the Queen Bee of LinkedIn, leads Marketing AI – a boutique training and consultancy agency. She enables small businesses to thrive in the age of AI. Celia works with B2B professionals to optimise their marketing with AI-driven strategies for business and career success. As a LinkedIn marketing expert Celia loves creating strong personal brands designed to increase visibility and attract more clients, while using smart AI tools.

[queenbeemarketinghive.com](https://queenbeemarketinghive.com)

---



## Gary Blunden

With over a decade of experience in the technology sector, Gary is the visionary founder of Blundens, an IT services organisation. He is dedicated to helping clients harness the power of Microsoft business applications and data solutions.

Gary's track record includes transformative projects that span diverse industries, from orchestrating seamless cloud migrations to leveraging data analytics and artificial intelligence. His passion for innovation and continual learning ensures that his clients benefit from cutting-edge solutions tailored to their unique needs.

**[blundens.com](https://blundens.com)**

---



# Exhibitors

## Alluxi Consulting Ltd

Alluxi Consulting Ltd bring global productivity expertise to the SME sector with business consulting. They strive to illuminate hidden opportunities to help maximise business profitability and provide industry-leading advice and guidance for offshore marine construction projects. Alluxi delivers results, clarity, common sense, scientific precision, collaboration, and evolution.

[alluxi.co.uk](http://alluxi.co.uk)

## Aly Young Law

Aly Young Law is a boutique firm of solicitors that specialise in helping owner-managed businesses take care of the legal stuff. Supporting business owners since 2000, they help clients protect their businesses by having the right legal advice and paperwork in place. Aly Young Law has been designed from the ground up with owner-managed businesses in mind.

[aly-young-law.co.uk](http://aly-young-law.co.uk)

## Brandstad Consulting Ltd

Growing your business is more than just the bottom line. Brandstad Consulting Ltd work with businesses to develop a profitable business growth strategy which helps the environment and the local community. They specialise in sustainable business and new market development, change management and raising business finance.

[brandstad.co.uk](http://brandstad.co.uk)

[#FSBBootcamp](https://twitter.com/FSBBootcamp)

## Cyber Resilience Centre for London

The Cyber Resilience Centre for London works in partnership with the Mayor's Office for Policing and Crime to support SMEs to reduce their vulnerability to cybercrime. They actively service London's small business community to help them demystify the cyber security landscape and provide access to national intelligence data. They provide free guidance and affordable help to protect businesses online.

[londoncrc.co.uk](http://londoncrc.co.uk)

## Eftopia Ltd

Making the world a better place via education and research, Eftopia Ltd provides independent, mainly asynchronous, fit-for-purpose, contextualised, and ethical higher education and research solutions for all adult learners. They build and lead startups from the business idea and development phase to the creation of a fully-fledged company.

[eftopia.org](http://eftopia.org)

## London & Partners (Grow London Local)

Funded by the Mayor of London, in partnership with London boroughs, Grow London Local is a one-stop shop for small businesses providing support in accessing business finance, marketing to help boost sales and upskilling if you are not sure where to start. They connect small businesses with the support they need to thrive.

[grow.london/grow-london-local](http://grow.london/grow-london-local)

# Exhibitors

## Long White Cloud Accounting Ltd

Long White Cloud Accounting Ltd are dedicated to organising monthly accounts; simplifying the end of the financial year, and helping the business keep their finances up to date. They focus on limited companies who are VAT registered and well established who need support with their bookkeeping and accounting.

[longwhitecloud.co.uk](http://longwhitecloud.co.uk)

## Mercury Technology Limited

Join the payment revolution with Mercury ending high card fees for your business. Get paid faster and skip card fees with instant bank transfers. Take card payments right from your phone, auto-chase outstanding payments, maintain records, and more – all in one simple app. The app is available to download via the App Store.

[mercury.co.uk](http://mercury.co.uk)

## Minerva HR Consulting

Minerva HR Consulting provide support for Creative SMEs helping remove HR dramas and headaches. They help SMEs recover lost time and help them make wise decisions legally and effectively. Entrusting your HR function to Minerva enables you to focus on your business, knowing that your employees—the heart of your business—are well-cared for.

[minervahrconsulting.co.uk](http://minervahrconsulting.co.uk)

[#FSBBootcamp](https://twitter.com/FSBBootcamp)

## Orchard Employment Law

Orchard Employment Law is an award-winning business offering expert legal services in employment law and HR. They provide peace of mind and various rate packages, which avoid unexpected costs. Their technical skills include negotiation, document drafting, HR meetings, tribunal representation and mediation using sound Plain English guidance on your legal rights and responsibilities with a 'can do' approach.

[orchardemploymentlaw.co.uk](http://orchardemploymentlaw.co.uk)

## PIN Creative

PIN Creative is a brand design agency helping businesses use creativity to connect better with their customers - making strategy inspiring. They help businesses unravel all kinds of insight from their strategic plans, research reports or customer surveys. They use this insight, combined with their own research activities, to identify creative solutions that will improve results.

[pincreative.co.uk](http://pincreative.co.uk)

## Small Business Research & Enterprise Centre

The City of London Corporation's small business start-up support service is open to all small businesses in the City, London and the UK. They offer you access to a range of specialist business information and market research. They also host business support events and provide expert assistance to support business growth.

[cityoflondon.gov.uk](http://cityoflondon.gov.uk)

# Exhibitors

## SpotDev

SpotDev is one of the world's first HubSpot Custom Integration Accredited Providers helping to automate businesses with HubSpot including expert migration, integration and automation services. The SpotDev team will build the systems your business needs for growth. All services are delivered from the UK with no outsourcing or offshoring.

[spotdev.co.uk](https://spotdev.co.uk)

## TBXH – Venue Sponsor

TBXH (The Business Xchange Hub) offers stylishly designed spaces to inspire creativity, collaboration and the right working environment allowing new ideas and innovation to flourish. TBXH features 27,000 sq ft of high-quality business accommodation, event space, meeting rooms, communal chill-out areas with kitchens and access to an on-site gym, hotel, restaurant, bar and coffee shop.

[tbxh.co.uk](https://tbxh.co.uk)

## Telecom Plus

Telecom Plus offers business enhancement for busy entrepreneurs. A Utility Warehouse (UW) Partner for over 11 years, they are the UK's only genuine multiservice utility provider - offering customers energy, broadband, mobile and insurance. Telecom Plus is fully regulated by Ofgem, Ofcom and the Financial Conduct Authority.

[partner.uw.co.uk](https://partner.uw.co.uk)

## #FSBBootcamp

## UK Business Mentoring (UKBM)

Steve Drake, UKBM for Surrey, Sussex and Greater London brings 30 plus years' experience in blue-chip FMCG retail businesses across senior strategy, commercial, marketing, sales and operations roles. Working with SMEs, Steve uses his experience, know-how and enthusiasm to help business owners develop themselves and their teams to achieve high performance and growth.

[ukbusinessmentoring.co.uk](https://ukbusinessmentoring.co.uk)

## Your Startup Partner

Your Startup Partner provides strategy support and guidance to entrepreneurs, early startups and microbusinesses looking to set up, survive and thrive. They provide quality business and strategic advice, including one to one strategy and planning sessions, as well as on-the-go advice and guidance.

[yourstartuppartner.com](https://yourstartuppartner.com)

## Zoco Networking - Speed Networking Sponsor

Helping to create genuine business friendships, Zoco, based in Southwest London, has community and support at the heart of its mission. They bring a fresh new approach that is a mixture of fun and professional, online and offline and knowledge sharing with supportive networking, which helps like-minded businesses to grow.

[zoconetworking.co.uk](https://zoconetworking.co.uk)

# Exhibitors

## **Zoho – Headline Sponsor**

Zoho provides a unique and powerful software suite to transform the way you work. Designed for businesses of all sizes and built by a company that values your privacy, Zoho offers beautifully smart software to help you grow your business. With over 100 million users worldwide, Zoho's 55 plus products aid your sales and marketing, support your collaboration, finance, and recruitment needs, letting you focus only on your business.

**[zoho.com](https://zoho.com)**

**#FSBBootcamp**

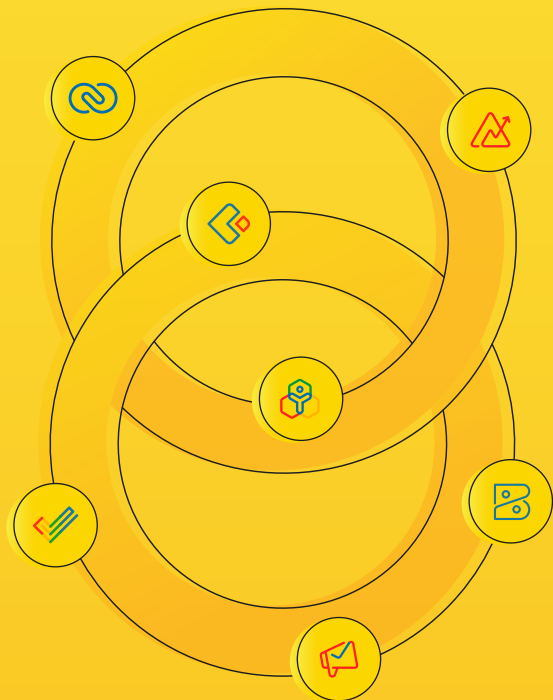


# 6 Things Zoho Can Do For Your Business

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](http://www.zoho.to/2403-L-EVT-FSB-BBC)





@Sunley House



# THE ONLY HOME FOR YOUR BUSINESS!

## VIRTUAL OFFICE

Allow your business idea the space to flourish with our affordable and flexible virtual office package.

## HOT DESK

An ideal choice for corporate professionals, both men and women, in our open-plan workspaces.

## DEDICATED DESK

More than just a desk - we offer the ideal working environment to foster the growth of your business.

## SERVICED OFFICE SPACE

Whether you require a private office for two individuals or a prestigious corporate space for up to 50 people, our flexible accommodations are certain to fulfill your needs.

## MEETING & EVENT SPACE

The Business Xchange Hub provides cutting-edge boardrooms, meeting rooms, and corporate training facilities capable of accommodating up to 300 people.

## MEMBERS AREA

Our exclusive ground floor space for Members only is home to soft seating, meeting pods, Pool, Foosball and air hockey tables and hosts our weekly Thirsty Thursdays, Wednesday Breakfasts and regular social events and networking.

To discover more about the exclusive perks, amenities, and benefits we provide to our customers.

[ASKME@TBXH.CO.UK](mailto:ASKME@TBXH.CO.UK)

CALL US NOW : 020 8680 4411

FOLLOW US :   @TBXH.SUNLEY





# HELPING TO CREATE GENUINE BUSINESS FRIENDSHIPS

Zoco, based in South West London, has community and support at the heart of its mission bringing a new fresh approach that is a mixture of fun and professional, online and offline, knowledge sharing and supportive with networking to helping each other's businesses to grow.

[www.zoconetworking.co.uk](http://www.zoconetworking.co.uk)



# Running your own business is rewarding, but you don't have to face the challenges alone.

Claudia Kirkwood,  
Super Simple Websites  
FSB member

With the Federation of Small Businesses (FSB) by your side, you'll have all the support and expertise you need to start, run and grow your business.

As the leading voice of 5.5 million small businesses and the self-employed heard in governments across the UK, we're always working to deliver real change on the issues that matter most.

**FSB membership unlocks market-leading business services and tools including:**

- 24/7 legal, tax and employment advice line
- Debt recovery service
- An extensive online legal hub with over 1,400 documents and templates
- Range of local and virtual events - free and open to all
- Easy access to funding
- Bespoke insurance quotes and advice tailored to you

**To find out more or to join today, please call us on 0808 2020 888 or visit [fsb.org.uk/join](https://fsb.org.uk/join)**

\*FSB Membership rates vary depending on your number of employees. Please visit [fsb.org.uk/join](https://fsb.org.uk/join) for full details of subscription rate bands. Registered Office: National Federation of Self Employed and Small Businesses Limited, Sir Frank Whittle Way, Blackpool Business Park, Blackpool, FY4 2FE. Registered in England No. 1263540

**fsb**<sup>cs</sup>  
Federation of  
Small Businesses

**With thanks to  
all our sponsors**

