

fsb⁰⁸

Federation of
Small Businesses

FSB Business Bootcamp Boost Your Business

Monday 18 March 2024

7.30am - 3pm

Coombe Abbey Hotel, Coventry

Sponsored by



COOMBE ABBEY
no ordinary hotel

Event Partners:

#FSBbootcamp
fsb.org.uk



Programme

- 7.30am** **Networking breakfast**
- 9.00am **Speed networking and opportunity to browse stands**
Amanda Bourne, Find A Biz
-

MORNING SESSION

- 9:30am** **Welcome**
Dave Sharpe
Introduction from Sue Tonks, FSB West Midlands Regional Chair
Welcome from Department for Business and Trade and Zoho
- 9:55am** **Intro to stand holders**
- 10:05am** **Nutrition and Exercise to Support Mental Health**
Lily Samuels, Lily Samuels Nutrition
- 10:25am** **Understanding Branding**
Tommy Atkins, Identity Agency
- 10:45am** **Interactive top tips**
- 10:50am** **Coffee break**
- 11:10am** **Intro to stand holders**
- 11:20am** **Using SEO to grow your business**
Andrea Rainsford, SEO Angel
- 11:40am** **Selling for Success: Top Tips and Tools for Getting a Hole in One**
Dale Chalk, Zoho
- 12:00pm** **Interactive top tips**
- 12:05pm** **Morning round up**

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- 12.10pm** **Lunch, networking and exhibition viewing**
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AFTERNOON SESSION

- 1:20pm** **Intro to stand holders**
- 1:35pm** **How to Network Professionally**
Sue Tonks
- 1:55pm** **Tik Tok Masterclass**
Graham Todd, Spaghetti Agency
- 2.15pm** **Growing your network through Linked-In**
Gus Bhandal, The M Guru
- 2:35pm** **Interactive top tips**
- 2:45pm** **Afternoon round up**
- 2:55pm** **Close**

Host



Dave Sharpe

Dave is a proud FSB member and our host for the FSB Bootcamp 2024.

During his glittering career as an international event host, Dave has worked with the Royal Family, government ministers, and a host of celebrities, industry leaders, and VIPs from the world of business, television, and sport.

He is also a presenter with the BBC and can be heard reporting on football matches and contributing to sports shows on local UK radio stations.

As a certified speaker coach and trainer, Dave helps people from all walks of life excel every time they present - be it on stage, on air, or online. People just like you!

Dave is a familiar face at FSB events, and we know you will enjoy his warm and engaging style.

www.davesharpe.co.uk

www.shineinthelight.co.uk



Amanda Bourne

Breakfast Speed Networking

Amanda from Findabiz Networking has been running networking events for many years, in all different styles and formats. She will be hosting our high-energy morning speed networking session, giving you the chance to meet maximum businesses in record time.

www.findabiznetworking.com



Mark Burkett

Export Academy Adviser, Department for Business & Trade

Mark has been involved in exporting for over 30 years, starting as an employee of a major blue-chip corporation and heading up their export department, to starting and developing his own businesses for the past 25 years. With experience of selling in every continent around the Globe, he is well placed to talk about the benefits of exporting, and will share some encouragement and tips with you.

Mark relishes encouraging and enthusing British businesses to take their businesses to overseas markets and to do so, in the best possible shape that they can.

www.gov.uk/government/organisations/department-for-business-and-trade



Lily Samuels

Nutrition and Exercise to support mental health

Lily is the founder and CEO of Lily Samuels Nutrition Limited. Lily offers nutrition consultancy services to clients worldwide from her base in Coventry. Lily is an award-winning registered nutritionist who provides 1-2-1 personalised nutrition, online menopause masterclasses, sports performance enhancement, and health and wellbeing promotion for employees and employers.

www.lilysamuelsnutrition.com



Tommy Atkins

Understanding branding

Tommy runs The Identity Agency, an award-winning Lincoln-based creative agency that helps turn growing businesses into recognisable brands. He was also named as one of The Lincolnites 2022 and 2023 30 Under 30. He'll lead our session on the power and importance of brand, especially for SME's.

www.identityagency.co.uk/



Andrea Rainsford

Using SEO to grow your business

Andrea is a seasoned business development expert with 30 years in major corporate businesses, including Ernst & Young and Eversheds, combined with 12 years of digital marketing and SEO strategy experience. She fuses data-driven SEO insights with business acumen to craft growth plans for small businesses. Andrea's innovative approach promises tangible results. As a dynamic speaker, she shares her wealth of knowledge, decoding the synergy between SEO, digital marketing, and small business growth for actionable insights.

www.seoangel.co.uk



Dale Chalk

Selling for Success: Top Tips and Tools For Getting A Hole In One

Dale is Regional Account Manager UK, Zoho UK. With over two decades of experience, Dale is no stranger to the challenges and pitfalls of sales. During his session, he will share his first-hand experiences, top tips and tools for navigating the dynamic world of sales. Discover the strategies that have propelled him to success and gain invaluable insights for your own journey.

www.zoho.com



Sue Tonks

How to network professionally

Sue Tonks delivers talks and workshops with unforgettable comedy moments. Her knowledge and tips on how to get the best from your networking experiences have given her international acclaim. Her fun and practical style enables delegates to vividly remember key points and develop long lasting skills.

www.suetonks.com



Graham Todd

Tik Tok Masterclass

Tired of jargon and marketing fluff? So's Todd. That's why the strapline at Spaghetti Agency is 'No bull; just beef.' Todd's in the business of breaking down barriers, ensuring that digital marketing isn't just for the tech wizards — it's for everyone. His approach is simple: if you're using social media, you should be wielding it like the powerful tool it is, with clarity and confidence.

www.spaghettiagency.co.uk



Gus Bhandal

Growing your network through Linked-In

Gus is a highly experienced marketing strategist and social media trainer. He is the founder of The M Guru - a digital marketing agency based in Coventry - and he has literally helped thousands of business owners, senior executives, and corporate teams across the world to have an awesome online presence. Oh, he's also the UK's number one LinkedIn trainer... according to his mum!

www.themguru.co.uk

Exhibitors



Federation of Small Businesses

Our mission is to help smaller businesses survive through these difficult times and ultimately achieve their ambitions.

We've over 150,000 members across the UK. Members get an exclusive package of great value business services including advice, financial products and support. These cover a wide range of benefits such as tax, legal and HR, local network groups and business banking.

We don't only provide fantastic membership benefits - FSB is also the UK's leading small business campaigner.

Come and join us today at our stand.

www.fsb.org.uk



Department for Business & Trade

We are the department for economic growth. We support businesses to invest, grow and export, creating jobs and opportunities across the country.

www.gov.uk/government/organisations/department-for-business-and-trade



Coombe Abbey

Visit Coombe Abbey, Coventry and Warwickshire, and explore our historic four-star hotel, 500 acres of parkland, restaurants, cafes, Go Ape and more.

www.coombeabbey.com



Zoho

Zoho is the operating system for business - a single cloud platform with all the necessary applications to run a business entirely from the cloud. Zoho offers applications for marketing, sales, customer support, finance, human resources, employee productivity and collaboration. More than 50 million users around the world rely on Zoho everyday to run their businesses - including Zoho itself.

www.zoho.com



16 to 24 Market Research

We excel in research, focusing on customer insights to optimise sales, marketing, and customer experience strategies for success. Data collection enhances ROI, making insights vital regardless of budget. We don't just provide data; we analyse and integrate it into your company strategy.

www.16to24mr.com

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

Exhibitors



ActionCOACH Warwick

If you want to increase your profits, improve your team and get more out of your time, there's never been a safer, more reliable way to do it... our business growth methodology is so tried and tested, we guarantee your profits will more than pay for the service.

<https://warwick.actioncoach.co.uk>



Alsters Kelley Solicitors

At Alsters Kelley Solicitors, we provide quality legal advice in a straightforward and practical manner to people in Coventry, Leamington Spa, Nuneaton, Southam and Stratford-upon-Avon.

Our team of specialist lawyers, with a wealth of knowledge and experience, focus on a range of services for individuals. This covers everything from criminal litigation, conveyancing, wills, trusts and estate planning to more sensitive family, divorce and children cases and clinical negligence matters.

www.alsterskelley.com



Be More Visible

Be more visible is a photography membership designed to help camera-shy service-based businesses get noticed online. If you don't like being photographed, are done with hiding behind your business or struggling to get traction on your social media posts, this is for you! Come along and chat with John.

www.johnclearyphotography.co.uk



Business Ready

Business Ready is a fully funded business support service. If you have ambition to grow, scale or innovate then our extensive team of Business Advisers can help. Since 2016 we have helped many hundreds of organisations raise finance, improve productivity, launch new products or services and create jobs.

Business Ready forms part of the Business Growth Warwickshire programme. It is delivered by University of Warwick Science Park on behalf of Warwickshire County Council and Warwickshire's five District and Borough Councils.

<https://business-ready.co.uk>

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Exhibitors



Cawthornes

Where Tradition Meets Innovation in Office Solutions!

Welcome to Cawthornes- established in 1868, now proudly in its 5th generation of family ownership. Over the years, we've grown and evolved, diversifying our offerings to meet the dynamic needs of our valued customers.

We offer:

Stationery: Boost productivity with essentials to premium supplies

Furniture: Inspire with high quality, ergonomic office furniture

Print Solutions: Cost effective printing tailored to your needs

Workwear: Confidence-boosting professional attire

Promotional Gifts: Leave a lasting mark with personalised gifts

Come and explore what we can offer you and your business!

www.cawthornes.co.uk



Coventry City Council

The Decarbonisation Net Zero Programme aims to provide information and

expert advice and support to businesses enabling them to make significant decarbonization and money saving changes

to their business. This Programme is part of the wider West Midlands Business Support activity funded through the UK Shared Prosperity Fund (UKSPF).

<https://www.businessgrowthwestmidlands.org.uk/business-support/decarbonisation-net-zero-programme>



Curious Pencil

Curious Pencil specialises in unique branded greeting cards, celebrating the

personal touch in a digital age. They customise or create bespoke hand-illustrated designs, with logos and brand colours. They print premium, eco-friendly textured cards and finish with vibrant envelopes. They are backed by many positive testimonials and offer FREE personalised sample packs.

www.curiouspencil.co.uk



CWRT

Coventry and Warwickshire Reinvestment trust (CWRT) is a not-for-profit, FCA

accredited specialist finance and business support provider committed to making a real difference in Coventry and Warwickshire. CWRT's friendly team is here to help your business succeed and grow.

www.cwrt.uk.com

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Exhibitors



It'seeze

It'seeze are a leading web design company who create easy to edit, professionally designed websites. Our in-house designers and developers can create everything from a simple brochure site to a dynamic ecommerce website. We design affordable, creative, and highly effective online marketing solutions that get brilliant results.

www.itseeze-coventry.co.uk



JobMate

A cloud based operational ERP software serving businesses, from start-ups to global enterprises.

For companies needing comprehensive management across various aspects with real-time data, (Quotes/Invoices, HR, Customers, Suppliers, Stock/Inventory, Expenses), jobmate is the answer integrating seamlessly with Sage Intacct and Xero for accounting and faster payment via Stripe.

www.jobmate.cloud



NatWest

Hi, I'm Bobby Hussain and I'm the Local Enterprise Manager for Birmingham, Coventry & Warwickshire

As a Local Enterprise Manager, I support businesses within my local area with Financial Health Checks and promoting the NatWest Accelerator programme. Working closely within the business marketplace to support, develop and add value to Small and Medium Enterprises (SMEs) by providing business advice, bringing together local businesses, and hosting regular events. Events are open to all businesses, and you don't have to be a NatWest customer to attend.

www.natwest.com



Risk Evolves

We're on a mission to take consulting from dreary to delightful and proud to be a BCorp. Our clients love our friendly, jargon-free, and personal approach to data privacy (GDPR), information security, Health & Safety, and environment, social and governance (ESG). If you have a worry about data security, need an ISO standard or confused with where to start, then come speak to us.

<https://www.riskevolves.com>

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Exhibitors



Tann Law

We advise on employment, immigration, family, civil litigation, and wills. Under employment law, we give advice on internal employment proceedings, ACAS and Employment tribunals. We do immigration sponsor licence applications, management, and staff visa applications. We are experienced litigators who can assist with legal disputes and advice.

www.tannlaw.co.uk



The University of Leicester

The University of Leicester School of Business supports organisations to develop expertise, embrace innovation, engage student talent, and connect through business-focussed events. Our support includes the fully funded 12-week Help to Grow: Management course, a Level 7 Senior Leader Apprenticeship and our bi-monthly the B.I.G Networking Breakfast.

www.le.ac.uk/business-services



Utility Warehouse

Jane Perrins - Your Bill Busting BFF - offers the best value gas and electricity, award-winning broadband, market-leading mobile packages, and insurances.

Partnered with UW, she helps people lower their bills for life.

Bundling more than one service will save you more money, and the unique benefits of cashback and refer-a-friend help discount your bill even further - meaning free services to your home!

<https://uw.partners/jane.perrins>



Warwickshire College Group

WCG is one of the leading further and higher education college groups in the UK. With unique colleges across two counties, we aim to deliver learning experiences which lead to the development of wider skill bases and improved destinations for all of our students and apprentices.

wcg.ac.uk/employers



Warwickshire Road Safety Partnership (WRSP)

WRSP was formed with the aim of making the roads of Warwickshire safer for all road users. We work with partners to embed the Safe System Approach across our communities to reduce the number of fatal and serious casualties on Warwickshires roads.

www.warksroadsafety.org
www.drivingforbetterbusiness.com/region/warwickshire/sign-up

#FSBbootcamp

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

*FSB Membership rates vary depending on your number of employees. Please visit 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

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The Department for Business and Trade: a wealth of support at your disposal

So, you want to start selling to the world? Or perhaps you're already selling internationally but looking for new international customers.

The Department for Business and Trade (DBT) is here to help. We provide expertise to support your business, whether you are just starting to export or looking to grow your international sales.

Visit [great.gov.uk](https://www.great.gov.uk)

- create an export plan,
- identify high potential markets,
- access free online lessons to build knowledge,
- apply for live export opportunities,
- access e-commerce support to sell online internationally, and
- explore finance and insurance options from UK Export Finance.

The UK Export Academy

New to exporting or looking to develop your knowledge even further? Then we have an event for you. Customise your learning journey at a pace that suits, all designed and delivered by specialist trade experts.

Visit www.great.gov.uk/export-academy

Full Domestic and International Event programme

Visit www.events.great.gov.uk

Access to Specialist Advisers

We cover a range of topics including:

- Digital Trade & e-Commerce,
- International Communications;
- Market Research & Selection, and
- Accessing Complex Markets

Get in touch - we are here to help.

Email

dbtmidlands@businessandtrade.gov.uk
or call our Export Support Service on
0300 303 8955.



Department for
Business & Trade

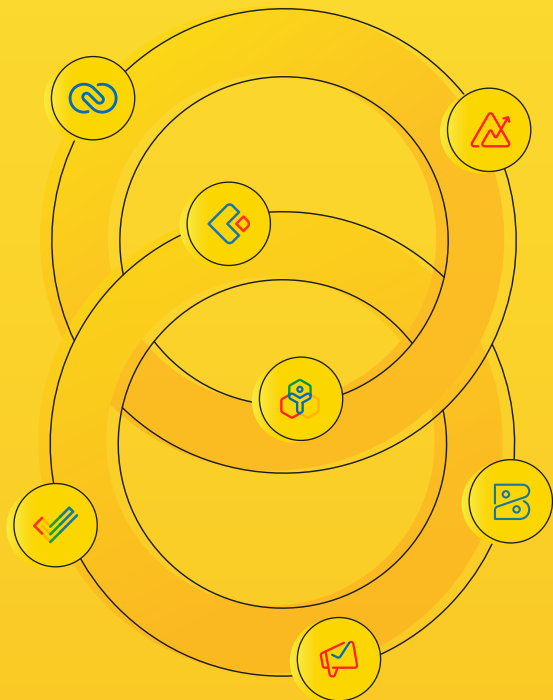


6 Things Zoho Can Do For Your Business

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

