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Federation of
Small Businesses

FSB Business Bootcamp New Year Refresher

Thursday 25th January 2024

9am - 3pm

The Woodlands, Hothorpe Hall

#FSBbootcamp
fsb.org.uk

Event Partners:



Department for
Business & Trade



Programme

8 - 9.00am Speed Networking breakfast.

MORNING SESSION

9.00am Arrivals, networking, business support exhibition and refreshments

9:30am Welcome from your Host

Jennifer Thomas, FSB

Event Partner

Mark Burkett, The Department for Business & Trade

Leading your Business in 2024

Dawn Edwards

Set your Business Priorities

Ruth Roan

Work Smarter, Not Harder

FSB local team members

Networking activity (out of your seats)

EnJOY the ride

Lucia Paredes and Fleur Prime

12.00pm Lunch, networking and exhibition viewing

AFTERNOON SESSION

12:45pm Welcome back!

Your Best Customers

Remy Clarke

Digital Marketing Tools

Sachin Vasani

Ask the Expert

Q&A Marketing Panel

1:30pm Afternoon Break

S'mores in the tipi, networking and business support expo

1:45pm Get Productive with Your PR

George Oliver

Supporting yourself and employees with health and well-being

Dr Nicholas and Vanessa Peat

3.00pm Thanks and Close

Feel free to stay on with the Woodlands team for venue tours and more s'mores in the Tipi.



Jennifer Thomas, *FSB Development Manager*

Jennifer manages the activities of the Federation of Small Businesses (FSB) across Leicestershire, Northamptonshire and Rutland, supporting and working with the 4,500 FSB members in those three counties.

She holds several Board positions across the area, representing SMEs, their interests, and opportunities at every level.

The FSB is the UK's organisation for small businesses and self-employed people, offering business support services to their 150,000 members and the wider small business community, as well as lobbying for fairness on key issues like tax and regulation. Jennifer believes that the best thing for our economy is to give small business owners the right conditions to thrive, and the space and platforms to tackle challenges together and share their expertise and experiences with each other. She's often looking out for members to get involved and volunteer in FSB activity and events, take part in media interviews and act as small business ambassadors.

[fsb.org.uk](https://www.fsb.org.uk)



Amanda Bourne

Breakfast Speed Networking 8-9am (pre-bookable)

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



Dawn Edwards

Being a business leader in 2024

Dawn is a well known and respected business leader in the East Midlands. As well as being a multi-award winning entrepreneur, sought-after events and media speaker and a champion of businesses in the East Midlands, she has been the President of East Midlands Chamber and is currently an elected Area Leader for the 5,000 FSB members in Nottinghamshire and Derbyshire. She is founder and MD of Challenge Consulting, the largest centre for ILM qualifications in the East Midlands, with a range of other diverse business interests.

www.challengeconsulting.co.uk



Ruth Roan

Set your priorities

Ruth, owner and founder of Building Business Consultancy, an established firm which specialises in business growth and resilience, and strategic planning.

Ruth will lead a session where you'll explore the critical aspects of your business and the priorities that demand your attention in the upcoming year, you'll come away with a personalised list of focus areas and actions.

www.buildingbusiness.org.uk



Lucia Paredes and Fleur Prime

EnJOY the ride

Fleur and Lucia are the founders of We Are PEAC - coaching services with science-backed training to support both personal and professional development. In this session, Fleur and Lucia will share the keys to support you (and your teams) in reconnecting to joy, your creative flow, feel empowered and positively impact the start of 2024! Their programmes are expertly designed based on principles of how people learn best: a mix of practical exercises and educating to benefit all learning styles. So, we mean an interactive workshop with practical exercises to help you understand, and experience, the principles upon which Joy is based.

www.wearepeac.com



Sachin Vasani

Plan your Marketing and 'Ask the Expert' Panel

Sachin is the owner of Vencha Apps which specialises in the design and build of branded mobile apps, set up & management of online marketing tools & platforms, mobile payment solutions and cloud-based business management software.

Sachin will talk about the common challenges and solutions which small businesses have when it comes to digital marketing, then as part of the panel, answer your questions.

You'll come away with a greater understanding of how you can reach out to new and existing customers, and where to stop wasting time and money on ineffective marketing methods.

www.venchaapps.com



Remy Clarke

Understand your best customers and 'Ask the Expert' Panel

Remy is a specialist in customer relationship management (CRM) working with brands like Watford FC, Sk:n clinics, Comparethemarket.com and Loughborough University through his business, Cymer Marketing Solutions.

Remy will talk about why 'Better Customer Knowledge = Profitable Business Growth' and what you can do in 2024 to increase your leads, conversions, margins and average spend, and Grow your business and profits.

www.cymermarketing.co.uk



George Oliver

Get Productive with Your PR and 'Ask the Expert' Panel

George is the founder and MD of 1284, an award-winning B2B corporate communications agency working with innovative SMEs in the East Midlands.

A former newspaper editor, George will lead a session looking at how time-pressed small businesses can make their PR content work harder - and will provide a practical step-by-step guide to comms that move you towards your business goals.

www.1284.co.uk



Dr Nicholas and Vanessa Peat

Supporting yourself and employees with health and well-being

Nicolas and Vanessa are a multidisciplinary team of registered nutritional, medical, mental health and wellbeing experts based in Northamptonshire. In their session they will discuss how to help to reduce the number of sick days and hours away from the business and help address the overall health and wellbeing of every individual employee or solopreneur, which can often be overlooked.

www.ucunutrition.com





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

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Focal Business Group

We work with SME's who are focused, ambitious and want to invest in financial and advisory solutions that will help drive their growth and development.

Partnering with you in the financial management of your business, we provide you with solutions that go beyond traditional accountancy to help you;

- Understand and manage your numbers to drive plans and decision making; and
- Improve profitability and business performance.

We underpin this with a full range of accounting, tax, and payroll solutions to ensure robust financial administration and compliance.

www.focalbusiness.co.uk



Business & IP Centre Northamptonshire

The Business & IP Centre Northamptonshire is here to help, whether you are just starting out, need advice on protecting your intellectual property, or are ready to take the next step in your business journey. Currently offering Build Your Business, a UKSPF project for North and West Northamptonshire Councils. Build Your Business consists of 1:1s, webinars, workshops, access to specialist business research tools, mentoring, networking, and start-up grants of up to £2,000. For further information visit: bipcnorthamptonshire.co.uk/buildyourbusiness or email bipc@westnorthants.gov.uk.

Exhibitors



Andrea Yorston Interior Design Ltd

Transform your space whether office or home

with my interior design services tailored to busy business owners. As an accredited member of SBID, I provide end-to-end project planning, including 2D room plans, 3D visualisations, colour schemes, and product sourcing. Collaborating closely with clients, I aim to reflect their personality and guide them toward wise investments, avoiding costly mistakes. Whether it's a full-scale renovation or a Design Dilemma Power Hour online, I'm dedicated to creating spaces that withstand trends and bring lasting joy. Explore my offerings at andreyorstoninteriordesign.com and let's turn your vision into reality!

andreyorstoninteriordesign.com



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:

1. Stationery: Boost productivity with essentials to premium supplies.
2. Furniture: Inspire with high-quality, ergonomic office furniture.

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3. Print Solutions: Cost-effective printing tailored to your needs.
4. Workwear: Confidence-boosting professional attire.
5. Promotional Gifts: Leave a lasting mark with personalised gifts.

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

cawthornes.co.uk



NatWest

NatWest Business Builder and Accelerator workshops programs support

entrepreneurs in providing the building blocks required to accelerate and grow a successful business at their own pace.

This can be through local face to face events, workshops, individual consultations, 1-1 mentoring/coaching, our NatWest Entrepreneur Accelerator programme, Business Builder programme or by connecting business owners through my Eco system with the right support when they need it from our extensive network.

Over the last five years we have supported over 5500 businesses to achieve the collective turnover of nearly £500 million, raising almost a billion pounds in funding.

Visit Mark Taft on our stand and see how we can help you.

www.natwest.com/business/enterprise

Exhibitors



Sir Thomas White Loan Charity

Established in 1542, The Sir Thomas White Loan

Charity is an equal opportunity organisation providing personal loans for new business ideas, businesses needing investment and for the study of postgraduate education. Eligible candidates may borrow up to £20,000 for business purposes and up to £10,000 for postgraduate education purposes, to establish themselves in their chosen career. All loans are personal loans which are interest free for 9 years, repayable by equal instalments after 3 years, and are available to people aged over 18 and under 45. Anyone wishing to find out more information can visit

www.stwcharity.co.uk



SEMLEP Growth Hub

Providing free business support, the Growth Hub helps local businesses to

identify and connect with the right guidance and funding to maximise potential and overcome challenges. A key part of this is providing support to businesses across our area which includes Bedfordshire, Northamptonshire and Milton Keynes. The team works to refer and match clients to suitable services for their needs, working closely with other business support providers in the area and nationally. We also inform businesses about opportunities such as funding, training, or exporting opportunities.

www.semlepgrowthhub.com

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North Northamptonshire Council

North Northamptonshire Council can offer support and

advice and local information to businesses across the area including Corby, East Northants, Kettering and Wellingborough. Speak to us about business support advice and grants, Economy and Regeneration; Business and Licensing; Planning and Building Control; Waste and Recycling and Procurement opportunities (selling to the Council). We currently offer a rural business grant scheme, a retail and high streets business support programme, Build your Business (visit the BIPC stand for info) adult numeracy support, a tourism hub and local products shop at Rushden Lakes, a Decarb grant scheme.

www.northnorthants.gov.uk/business-support

Exhibitors



West Northamptonshire Council

West Northamptonshire is a place where your business can really thrive & we're on hand to help you every step of the way.

We are dedicated to providing the building blocks which can grow our diverse business sectors to ensure that both new and established businesses can flourish in a vibrant local economy. We offer free business support and funding to help you to overcome challenges and realise opportunities from new start-up businesses to largescale employers. Come and have a chat to find out more about enabling your business to reach its full potential - economy@westnorthants.gov.uk

www.westnorthants.gov.uk/free-business-support



Harborough District Council

Harborough is a beautiful part of the country, and we've got a lot to offer businesses too!

Visit our team and chat to us about how we can help with business support if you're based here, and workspace if you're not but you'd like to be! From business grants, training, networking and advice, we're here to help our local businesses. If today's visit has inspired you, why not talk to us about some other hidden local gems and popular tourist spots too.

www.harborough.gov.uk/info/20008/business_community

#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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Federation of
Small Businesses

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

Top Tips for Networking

Networking can be a powerful tool for business growth, but the prospect of introducing yourself to new people may seem daunting.

Whether it's for events like today's Bootcamp or the FSBs online virtual networking, we can help!

Here are some top tips to help you make the most out of your networking experiences:

Prepare Conversation Starters

- Have some icebreakers ready, such as discussing the event or speakers.
- These starters will help you confidently initiate conversations and connect with others.

Ask People About Themselves

- Make the other person the focus by asking questions.
- This creates a natural flow in the conversation and fosters genuine connections.

Practice Active Listening

- While sharing information about yourself is important, active listening is key.
- Show engagement by asking follow-up questions, demonstrating your interest.

Networking, Not Sales

- Remember, networking is about building relationships, not closing deals.
- Aim to create connections that can lead to future business collaborations.

Use a Queue to Your Advantage

- Capitalize on waiting times by striking up conversations in queues.
- Even short interactions can break the ice and set the stage for future discussions.

Make the Effort

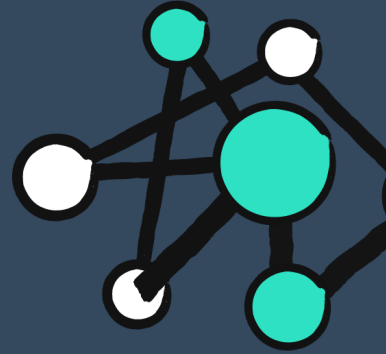
- Be approachable and friendly; don't miss out on potential opportunities.
- If you see someone alone, extend a friendly greeting and start a conversation.

Exit a Conversation Gracefully

- Always be polite when ending a conversation.
- Use phrases like "Please let me know how you get on with that project..." to show continued engagement.

Follow Up Every Time

- Ensure lasting impressions by following up on connections.
- Utilize LinkedIn or email to express your interest and set the groundwork for future interactions.



Remember, successful networking takes time. While immediate results may not be apparent, each person you connect with could open doors to future opportunities.

FSB runs hundreds of free events for small businesses and self-employed people across the UK each year- find them at www.fsb.org.uk/events



Open for Entries

Closing date
11 February 2024

fsbawards.co.uk

#FSBAWARDS

FSB CELEBRATING SMALL BUSINESS AWARDS 2024

TOP TIPS

Don't miss the deadline

Check the closing date for applications so you have enough time to showcase your achievements. Entry application closes on 11 February 2024.

Choose the right category

There's 12 to pick from, so play to your strengths and enter a category that reflects your business. If you are entering more than one category remember to tailor your answers to each category, as the judges will be scoring against specific criteria.

Read the criteria

Take your time to understand the questions and address each point clearly. Use sub-headings and bullet points where necessary and ensure your entry is well structured. Don't forget to proofread.

Tell your story

What makes your business stand out from the crowd? Be passionate - Most of all, our judges want to see your enthusiasm about your business shine through in your entry.

Focus on facts

How has your business grown in the last 12 months? What successes or achievements have you had? Questions will have a word limit, so you have a limited space to grab attention. Remember what you write may be used to showcase your business so please do make sure it makes sense.

Provide relevant evidence

Use your supporting documentation to paint a fuller picture of your business, and make sure it is relevant to your entry. Paint a fuller picture of your business with customer testimonials or a link to your website. These can be any documents you wish to upload but remember the restriction on size is 5mb.

