



FSB Business Bootcamp Branding Brilliance

Thursday 25 April 2024

8.45am - 3.00pm

Peak Edge Hotel, Chesterfield

#FSBBootcamp
fsb.org.uk

Event Partners:



Programme

8:45am Arrival and Networking

9.00am Speed Networking and opportunity to browse exhibition stands
Amanda Bourne, Find A Biz

Morning Session

9:50am Welcome

Rachel Hayward, Event Host
Raj Theper, Export Academy Adviser, Department for Business & Trade

10:05am PR as a foundation to Branding Brilliance

Greg Simpson, Press For Attention

10:30am Remodelling your brand for Net Zero

Jonny Prest, Seed Creativity

10:55am Break/Tea & Coffee

11:20am Revolutionise Your Brand with the Power of AI

Eldon Chinyamakobvu, Auto Everything

11:45am Q & A with the speakers so far

Rachel Hayward, Greg Simpson, Jonny Prest, Eldon Chinyamakobvu

12:20pm Overview of Exhibitors

12:30pm Lunch, networking, exhibition viewing and enjoy the grounds

Afternoon Session

1:15pm Welcome back

1:20pm Beyond Brand: Navigating the Marketing and Sales Funnel for Success

Josh Pope, Zoho

1.45pm Being a business leader in 2024

Dawn Edwards, Challenge Consulting

2.10pm Q & A with Speakers from the afternoon sessions

Rachel Hayward, Josh Pope, Dawn Edwards

3:00pm Close

Host



Rachel Hayward

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

As the MD of multiple award-winning procurement consultancy Ask the Chameleon Ltd, Rachel is an experienced bid writer with specific expertise in Central Government Departments (eg DfE, DWP), UKSPF, European and private tenders and contracts for SME's and grant funding for the third sector with £117m in contract opportunities secured to date. A trustee of The Star Trust, the Area Leader for the Federation of Small Business in Nottinghamshire and Derbyshire, and small business representative on the D2N2 LEP Business Growth subgroup, Rachel is also a small business coach and mentor for Enterprise Nation and NatWest Accelerator Programme.

A long-time advocate of business awards to shine a light on the many accomplishments of small businesses, Rachel is currently the FSB's Self Employed/Freelancer East Midlands winner 2024.

www.askthechameleon.co.uk

Speakers



Raj Theper

Export Academy Adviser, Department for Business & Trade

Raj has over 20 years of experience in delivering advice, guidance and coaching support to businesses across the UK working with hundreds of businesses across many different sectors to successfully develop and execute their growth strategies.

Raj has worked with organisations across the private, public and voluntary sectors including Business Link West Midlands, SWEDA, a number of Local Authorities and Chambers of Commerce helping to both develop and deliver business support programmes, enabling businesses to develop their Leadership and Management capabilities, address their skills and training needs as well as accessing available grant funding support.

Raj joined the Department for Business and Trade (DBT) in 2020 and has supported businesses both on a 1-2-1 basis and through delivering Exporting Webinars to help them develop their knowledge and confidence to start and develop further their exporting capabilities.

Raj is passionate about supporting businesses and has a proven track record in helping entrepreneurs to develop and successfully execute their business growth strategies both in the UK and across the world.



Greg Simpson

The Experts' Expert. Managing Director of Press For Attention

As a former business journalist and published author on PR, Greg will focus on how Public Relations can serve as the strategic foundation upon which branding brilliance is built, shaping a brand's image, reputation, and connection with its audience. Learn how to think like a Journalist and become a media asset, not a marketing liability.

www.pressforattention.com

Speakers



Jonny Prest

Strategy Director at Seed Creativity

Jonny will explore how understanding and empathising with our audiences can create campaigns and content that have a better chance of motivating positive behaviour change. To get to Net Zero we need creativity. Brands must be hyper-connected and deliver stories that are more thoughtful and constructive. Conversations about climate change and environmental wellbeing are often unnecessarily polarised and clouded by conflicting information and confusing stories.

www.seedcreativity.co.uk



Eldon Chinyamakobvu

Director of Auto Everything

Eldon will explore how incorporating AI into branding strategies requires careful planning and integration, but when done right, it can lead to more consistent, data-driven, and customer-centric branding efforts, ultimately contributing to branding brilliance and long-term success.

www.autoeverything.co.uk

Speakers



Josh Pope

Regional Account Manager at Zoho

Josh works with UK businesses to help them overcome the challenges they may encounter with the day to day running of their business. In his session, he will explore the relationship between the marketing and sales funnel and offer insights into how to get the most out of them.

www.zoho.com



Dawn Edwards MBA

Managing Director of Challenge Consulting

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

Exhibitors



Aspire Management Consultancy

Aspire MCL provides coaching, mentoring, facilitation and psychometric analysis to build effective leaders, high-performance boards and teams, and transformative businesses. Our aim is to help YOU reach YOUR full potential – and to enjoy doing so!

www.aspiremcl.co.uk



Business Butterflies

We're passionate about helping women to succeed in business, to enable them to live their dream life. We do that through structured business coaching programmes designed specifically for small businesses and solopreneurs.

Utilising the tried and tested Pumpkin Plan methodology, structured programmes are delivered, enabling business owners to regain control of their business journey, foster growth, confidence, and financial stability.

Founded by me, Emily Coy, my services uniquely blend business acumen with empathetic support and I am proud to be a small business coach committed to female entrepreneurs.



Department of 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



Dojo

My name is Chris and I'm a consultant working with Dojo. I'm here at today's show to

introduce myself and my amazing business to you, and to offer a bespoke service to you and your business in regards to providing the technology and services required by both the hospitality and retail sectors. Dojo are the market leaders and are seen very much as the 'cool' brand across these sectors.

Dojo provide 'next-generation' payment services with integration into a vast EPOS partner landscape offering both Pay-at-Table and Pay-at-Counter services, as-well as a complete Order-and-Pay solution ensuring you can offer your customers the best experience possible.

We also offer a proprietary front-of-house RMS (Restaurant Management System) for attracting, seating and managing your diners. All of these solutions seamlessly integrate within one another to ensure your workflows work better for you.

Please come and visit my stand today, to say hi and see a demo of our technology, it will be great to meet you.

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Exhibitors



Federation of Small Businesses

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

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 business campaigner, focused on delivering change which supports smaller businesses to grow and succeed.

Come and join us today at our stand.

www.fsb.org.uk



Findabiz Networking

Amanda Bourne 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



Host and Stay

Born in 2017, we are a family-owned property management company with a desire to lead the change in an age-old industry.

Our mission is to help holiday homeowners unlock the potential in their homes, increase the return on their investments and maximise their income, whilst reducing their fees, for an industry leading 10% + VAT management fee.

With options of end-to-end property, cleaning and maintenance management, as well as a booking only service, we're here to provide owners with a hassle-free experience, so they have more time to relax and enjoy the rewards.

Our end-to-end management includes:

- Guest Communication
- Booking Management
- Changeovers
- Maintenance
- Compliance
- Payment Processing & Invoicing

From providing our owners with a stress-free holiday letting experience coupled with increased bookings and revenue, to providing our guests with exceptional properties and superior customer service, it's easy to see why we're the fastest growing, family-owned holiday home management business in the UK right now.

Getting started is easy, visit the website www.hostandstay.co.uk or call 01287658171.

www.hostandstay.co.uk

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Exhibitors



Press For Attention PR

A former business journalist and published author on PR, Greg set up Press For Attention PR in 2008 with a mission to level the playing field for small businesses and entrepreneurs seeking their fair share of media coverage.

In that time, he's worked for FTSE-listed firms, multinationals, charities, family businesses and start-ups, all of whom had one simple thing in common...a good story to tell.

Like the time Greg ushered Sir Richard Branson through a security door or delayed questions on the whereabouts of a former prime minister's wife as Sky News began to circle.

You can ask him about that at the Bootcamp!

www.pressforattention.com



Skillslocal

Skillslocal is run and managed by founder Tracy Duggan a dynamic coach, mentor, and facilitator. Our mission is to support small businesses to be the best they can be and we do this by providing a range of services. This includes a full e-learning solution with over 100 short accredited courses covering business skills, health and wellbeing and health and safety.

Tracy brings a wealth of experience to any business. With a solid background in skills and organisational development,

she's known for her expertise in strategy development, service delivery, and design with a proven track record of empowering business owners, leaders, and teams alike. She trained with Barefoot Coaching and is an ICF PCC credentialed coach.

She is the Vice Chair of Business Peak District, dedicated to elevating the profiles of over 700 small businesses in the Peak District and adept in supporting organisations towards and retaining Investors in People Standards. Come and have a chat with us to see how we can help you.



Snow Elk Productions

Productions delivers effective corporate video marketing campaigns for you and your business, we can create you a series of bespoke videos, or we can train you and your team to create in-house video content for your social media platforms.

Our one-day smartphone video marketing programme is aimed at business managers wishing to capture, edit and distribute their own essential video marketing.

The session focuses on the fundamentals of camerawork, lighting and audio using your smartphone to capture professional quality videos which can then be edited and distributed.

For further details, contact:
info@snowelkproductions.co.uk
01246 642299

www.snowelkproductions.co.uk

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Exhibitors



Tick HR

At Tick HR Solutions, we provide comprehensive and cost-effective HR solutions tailored to your business needs. Our experienced team helps you navigate employment law, policies, and procedures. Investing in your people is key to success, and we provide the tools and resources to create a productive and supportive work environment.

www.tickhr.com

#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

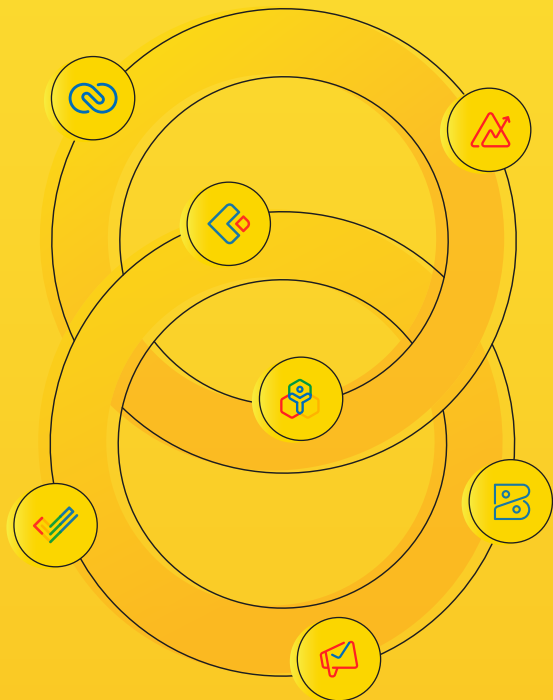


6 Things Zoho Can Do For Your Business

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

