

# Business Acceleration day: Sell more, spend less, do it faster

## What's it all about?

This is a master class for achievement. This day is packed with the expertise to help you sell more, spend less and move faster. Armed with new insights, skills and knowledge our aim is for you to do more than just survive in the recession economy. We want you to thrive.



Packed with inspiration, knowledge, proven techniques and tips you'll leave able and willing to take your business to new heights. How? Well, the aim for the day is for each attendee to leave with at least 5 ideas they can apply to their own business.

The information you take away is intended make you money, and a lot more than your £50 investment to attend. Imagine for example, if you could secure just one more sale each month, week or day for the next year just by applying a few of the tips and techniques from the day? Bet the result would represent a massive return on your cost to attend

- Imagine if one of these ideas meant an additional sale each month, week or day for the next year?
- Imagine if another meant you didn't make a costly mistake?
- Imagine if just one meant you gained a competitive advantage?
- Imagine if just one meant you gained some recognition?
- Imagine if just one more meant you didn't spend money on something you thought would be necessary?
- Imagine if you made just one useful contact?

The ethos of this event is all about knowledge sharing. Each speaker has signed up to our mandate to provide an information rich day which is interesting, useful and represents incredible value.

Where else could you come along to pick the brains of experts who have been there, done it and done it successfully?

## The Agenda:

Each topic is presented by experts in their field. All are successful business owners in their own right and have joined up to provide a day packed with a wide and diverse array of topics. Each topic is designed to inspire you and your business to even greater heights.

While compact, all the talks are presented in a "no information held back" format. This means you'll have the means to apply the expert insights to your business without any further investment. It means you will get the full picture, the honest feedback and the real story.

The topics are presented across three tracks and you can switch between the tracks throughout the day. This means you can choose what is most useful to you and your business.

## The Speakers:

We hunted high and low to find you the exact mix of speakers who can bring the highest calibre of information, the richest mix of experience and the widest variety of topics.

Our selection criterion is stringent. Firstly, each speaker has to be an expert in their field and have owned a small business themselves. Secondly, each speaker had to sign up to the mandate this is all about sharing the knowledge we have to enable other business men and women to succeed. Thirdly, there is no payment for speaking, and no profit to be made from this event – which is why the cost to attend is so low.

It takes a special type of person to sign up to this. Each of these speakers is special. They know you are special, sharp, astute, savvy and keen to succeed even in the recession economy. Because you are all these things, and more, each speaker wants to make available their expertise, insights and skills so you can take your business to new levels. That you will be reward enough for us.









**The Venue:** Gorse Hill Woking



**The Date:** 15 August 9am -5pm

**The Cost:** £50 including refreshments and lunch

**Book Now!** <http://acceleraterday.eventbrite.com>

## The Agenda:

Time	Track One	Track Two	Track Three
8:30 – 9:00	<i>Registration &amp; networking</i>		
9:00-9:15	<i>Welcome</i>		
9:15-10:15	 <p><b>Helen Winder: Positivity is a Competitive Advantage</b> With so much bad news filling the news on a daily basis it's easy to fall into the trap of thinking the worst. Remaining positive when all your competitors are down in the dumps and grumbling about just how tough it is out there can be easier said than done.</p> <p>Helen is going to be talking about positivity, how it works and more important how you can use a positive attitude to drive your business forward regardless of the recession. Positivity is free, helps you sell more, stay focused and way ahead of your competitors. Helen would like to show you how it is all these things and easy too.</p>	 <p><b>Jackie Mitchell: Using Public Relations to Generate more Customers</b> Jackie Mitchell, the founder and principal of JM Communications, is a professional journalist and public relations consultant with over fifteen years' experience and a seasoned veteran when it comes to PR. Ever felt that tang of envy whenever one of your competitors gets featured in the news, on the radio, in the newspapers or, worse, on TV? There is no better free advertising than using the press to let the world know about you and your business. It creates awareness, and ultimately customers. There are secrets to press success and Jackie will be sharing some of them with us.</p>	 <p><b>Paullette Schwartz : Customer Focus. Why sell when you can make it easy to buy?</b> Paullette is passionate about happiness in people and profits in business, for her they are not mutually exclusive. From where she stands happy business owners have profitable businesses, and profitable businesses have happy customers. Happy customers create more happy customers and that creates business growth.</p> <p>It all starts and ends with the customers. If you find you are banging your head against a brick wall and selling is so much hard work it may be because you need to stop selling and start making it easy to buy. Based on her experience in doing, and helping other business to do just this she would like to outline some of the reasons why you are not selling more and what you can do about it.</p>
10:15 – 10:30	<i>Break</i>		
10:30 – 11:30	 <p><b>Malcolm Levene: Building Believability</b> Malcolm has been a Personal Branding coach for 20 years. He will be bringing the concepts he uses with his clients (who include Tony Blair, Alastair Campbell and The Bank of New York Mellon amongst others) to show attendees how they can significantly improve their business skills, their life-skills, and their businesses by developing their very own personal brand. Successful people know it is all about believability, this is where personal branding can help you in establishing that all important credibility.</p>	 <p><b>Jon Ryder: Selling Words. How to write like a professional, and put me out of a job</b> At the end of the day anything you write is a waste of time, paper and ink if you your message is lost in the waffle. Jon is passionate about words and especially in writing the words for websites. He's been in the writing game for more than a decade, first as a journalist, and then a government spin doctor, before setting up his copywriting agency. If you need words that leap off the page and sentences that sell, he can write like nobody's business. In this slot he's going to share some of his top tips on how to super charge your website, and any other advertising you use, to create interesting and compelling copy.</p>	 <p><b>Adrian Griffith: A Stitch in Time Saves Nine. Productivity for small business.</b> Juggling a stack of conflicting priorities at once is a major problem for any business. When it's just you and maybe a small team, it can seem like running a business is a never-ending run around. And while it is great to be busy, being too busy could be detrimental to your business when you cannot see the forest for the trees. Being able to keep on top of your priorities is fundamental to business success, in addition to preserving your sanity. Adrian is going to show us how to stay on top using proven tools and techniques to free up more time. Doing what counts means you are doing what matters to your bottom line.</p>
11:30 – 11:45	<i>Break</i>		

11:45 – 12:45	 <p><b>Sarah Martin: Super Powered Networking</b> Sarah runs the successful and fast growing Ladies at 11 business network. There are few more qualified to run through the tops tips learnt by watching businesses succeed and fail at networking. The time you spend networking could be the most useful marketing spend you have, but it is wasted if you fail to get your message across and don't take advantage of this fantastic marketing channel to get your business in front of the right people. Sarah will be sharing some of her top tips on what she thinks is the most effective way to network and to do that all-important 60 seconds pitch.</p>	tbc	 <p><b>Graham Winder: Are you Ready to Grow? The Four Steps to Success</b> Graham has the corporate credentials. He has the business know how having been there and done it himself by being the ops genius behind Transire. For Graham it is all about operational efficiency. And yes, perhaps to some it is not as glamorous as marketing or as satisfying as closing that perfect deal. However, if you cannot learn to operate smart your business will get stuck exactly where it is now. This session is all about preparing to grow your business the smart way. And even if growing your business is not on your immediate plan, it pays to start with the end in mind.</p>
13:00 -14:00	<i>Lunch &amp; networking</i>		
14:00 -15:00	 <p><b>Sean Goldman: From Zero to Hero using no, and low, cost marketing</b> With a long history in creating success by trading and selling smart Sean is no stranger to starting and growing businesses. Following a re-assessment of his life and priorities he started up Multiman Services. Sean channels his considerable energies into this venture which has is growing like there is no tomorrow. He is an inspiration to any business looking to grow their business using no and low cost marketing and is keen to share the lessons he learnt along the way. So if you want to know the real story from someone who has figured out where the best money is spent to grow by selling, this is the talk for you.</p>	 <p><b>Tim Smith: Recruiting the best and spotting the right people.</b> Some of the biggest names in digital use Tim's company Bearing Partnership. Together with his business partner Tim has built an enviable reputation in recruitment by focusing on finding the right people, for the right reason and placing them in the right job. If you want to grow you need to find great people who are as dedicated to your business as you are. Tim will discuss how best to select and attract talent, getting the message right on why people should work for you, using the best and most cost effective tools and being realistic on staff retention</p>	 <p><b>Cara Sayer: Super Star Branding without the super star price tag</b> Cara will give her top tips on how to establish a brand without large marketing budgets and give advice on how to take a product from idea to reality the fastest and most effective way. She will tell her story of the meteoric rise of her company and highlight some of the pitfalls that she encountered to help other businesses avoid them. The first product that launched just one year ago is SnoozeShade Original which is now available from all major nursery retailers in the UK and on sale in more than twelve countries.</p>
15:00 -15:15	<i>Break</i>		
15:15 – 16:15	 <p><b>Sheree Lowe: Sales without the selling, getting to grips with Social Media</b> Sheree does Social Media stuff every day, it's something she loves. She knows first-hand how much time it takes and also knows that for every business the day is too short. Just like any other channel, Social Media can only succeed for you if you are delivering the right message to the right people. Anything else is a waste of your time and money. And why do something if it isn't improving your bottom line? This hour is dedicated to Social Media with a twist. That twist is using social media in a way which does help your business grow by getting sales without selling. And no, it isn't too good to be true.</p>	 <p><b>Alizon Jones: From Kitchen Table to Boardroom Table. Business Nuts and Bolts</b> Having grown her own niche advertising agency from her kitchen table to an enterprise with revenues in excess of £35million and 80 staff, Alizon knows a few things about what works and what doesn't. In this packed session Alizon would like to run through some of the lessons she learnt along the way (and some were very painful indeed). Forget all the theory and focus on what does and doesn't work. Learn how to grow, where you can turn to for advice and the well-meaning advice which will doom you to failure.</p>	 <p><b>Garth Delikan: Secret Tricks for Influencing Skills and Clear Communication</b> Garth runs workshops around body language, rapport building, essential communication skills, eye movement and the different modalities that individuals operate in and how to recognise those signals and be able to communicate much more effectively with pretty much anyone. Selling and spending more effectively relies on being able to influence and communicate. He plans to spend this hour demonstrating how to use these key skills to bring people (especially customers, suppliers and bank managers) around to your way of thinking.</p>
16:15 – 17:00	<i>Close &amp; networking</i>		

## More About Your Speakers:



**Malcolm Levene** has been a Personal Branding coach for 20 years. He teaches people how they can significantly improve their business skills, their life-skills, and their businesses by developing their very own Personal Brand. His private clients have included Tony Blair, Alastair Campbell, Michael Marks CBE, Michael Gove MP and notable individuals from the world of business, politics and entertainment. Corporate clients include Prudential, The Bank of New York Mellon and Volvo. Malcolm is a columnist for the Huffington Post.  
<http://www.MalcolmLevene.com>



**Sheree** escaped the creativity-crushing captivity of the Corporate Zoo (ssh, don't tell them, they might not have realised yet!) to run wild and free with the passionate – and, at times, slightly masochistic – herds of the Entrepreneurial Plains to run Sundowner Virtual Assistants. Her job is to help you and others to have fun with your business – because if you're not madly in love with your business or your work, why are you doing it?  
<http://www.sundowneradmin.com/>



A little over 20 years ago, **Alizon Jones** co-founded and managed a niche advertising agency which specialised in recruitment advertising and employee communications. Alizon and her two partners started with nothing at her kitchen table grew the business into a sizeable enterprise turning over in excess of £35m with over 80 staff. Alizon now uses her extensive experience to advise and inspire business confidence and help individuals create the business they want.



**Poullette Schwartz** MBA was in garment manufacturing where she became known as one of the best in her field. It was not unknown for her to smash sales targets on a regular basis. At the same time she opened a small retail store within a loose franchise operation, within 8 months she was generating more revenue per square metre than any other unit in the franchise. Not one to stand still, she then started from scratch an internet development agency, again sold at a profit before moving into the corporate arena where she soon was the Head of Digital Technology for Harper Collins, followed by a stint at TSL and EMI. Poullette is passionate about happiness in people and profits in business, for her they are not mutually exclusive. She now coaches, mentors and consults in small businesses to sell more, spend less and move faster.  
<http://www.ideal-business.co.uk/>



**Adrian Griffith** has a degree in psychology and 15 years' experience as an application developer, project manager and business owner. Adrian is passionate about productivity and teaches businesses how to get more done using readily available tools and techniques. Adrian personally delivers 'Ultimate Productivity' and 'Mind Mapping Fundamentals' workshops which cover how a productive person thinks, what software and methodologies a productive person has in their armoury and how to put it all together, to execute a practical and effective approach to achieving greater productivity.  
<http://www.ovalbusinesssolutions.co.uk/>



**Jon Ryder** is a copywriter who has spent more than a decade crafting words for a living. He started his career as a newspaper journalist, and has worked as a health correspondent, crime writer, music reporter and restaurant critic (sometimes all at the same time). He's also spent a few years as a government spin doctor before he saw the error of his ways. As a copywriter, he has written sparkling text for the public, private and voluntary sectors, both online and on paper. His clients include the NHS, central government, and major corporations, as well as smaller businesses who don't have a big brand to promote, but do have something important to say. He writes advertising, marketing brochures, company slogans, radio jingles and e-newsletters, but specialises in websites. He can't draw, so don't ask him to do fancy graphics. But if you need words that leap off the page and sentences that sell, he can write like nobody's business.  
<http://www.fullstopnewparagraph.co.uk/>



An experienced business leader and networking expert, with an outstanding record in the service industry, **Helen Winder** was head-hunted into a distinguished career in corporate life before taking a break to raise her family. Now her considerable experience working for others has been greatly enriched by seven years as a businesswoman and entrepreneur. Helen firmly believes in never giving up on your dreams and that you should learn from each challenge, moving forward to engage the next one on your path to true success. She has re-focused her own energy, drawing upon her driving passion for helping people and now pours this into her inspirational talks and personal mentoring.

<http://www.helenwinder.co.uk/>



**Sarah Martin** whose background is in the fitness industry set up Ladies at E11even after joining several networking groups and becoming disillusioned with the service offered. She has plans to take Ladies at E11even nationwide and wants it to be seen as a one stop shop for Women in Business providing them with all their business needs. Sarah is passionate about bringing like-minded people together who genuinely want to help and support one another in business. Sarah will be sharing some of her top tips on what she thinks is the most effective way to network and to do that all-important 60 seconds

[pitch.http://www.ladiesat11.com/](http://www.ladiesat11.com/)



**Jackie Mitchell**, the founder and principal of JM Communications, is a professional journalist and public relations consultant with over fifteen years' experience. As a features writer, she has worked on national newspapers, consumer magazines and trade publications in the UK, Australia, New York and Hong Kong. As a public relations practitioner, she has worked with several major PR agencies in London. She is a member of the Chartered Institute of Public Relations.

JM Communications specialises in providing PR for many industries including charities, healthcare organisations, online businesses, homes and interiors and food and drink

<http://www.jackiem.com/>



**Sean Goldsmith** is no stranger to starting and growing a business. At 22 he co-founded a recruitment company which quickly grew to 850 staff in 13 locations across the UK. A stint at My Home found him heading up a record breaking franchise sales team which generated £1Mill through selling 32 management franchises in a single quarter. Following a re-assessment of his life and priorities he started up Multiman Services. Sean channels his considerable energies into this venture which has seen phenomenal growth. He is currently preparing to launch Multiman franchise options UK wide. He is an inspiration to any business looking to grow using no and low cost marketing and is keen to share the lessons he learnt along the way.

<http://www.multiman.co.uk/>



**Graham Winder's** corporate career in operations spans organisations like Tesco, Xerox and Royal Ordnance. He left the corporate world behind him to become the operational brains behind Transire which continues to grow from strength to strength. Graham learnt more in his new world of partner-entrepreneur than he did in his previous 20 years in corporate life. He has learnt more about small business growth the hard way. He now helps small business set themselves up for success because having that great idea is one thing, having a sustainable business which can run without you is quite another. <http://www.transireltd.com/>



**Cara Sayer** left her career in marketing to look after her newborn daughter. One day, she had an idea for a product that would help make her life as a mum easier and now just over a year later, she is a mumpreneur with an award-winning baby product range that is on sale around the world – SnoozeShade. The first product that launched just one year ago is SnoozeShade Original which is now available from all major nursery retailers in the UK and on sale in more than twelve countries. More products have launched and by the end of 2011 the SnoozeShade family will have seven new members.

<http://www.snoozeshade.com/>



**Garth Delikan** is ex-advertising where he works for some very respectable names in addition to setting up his own multi discipline agency in London's Carnaby Street. The concept of The Lifestyle Guy arose from his break from the pressurised life style inherent in the advertising industry. Garth runs workshops around body language, rapport building, essential communication skills, eye movement and the different modalities that individuals operate in and how to recognise those signals and be able to communicate much more effectively with pretty much anyone.

<http://thelifestyleguy.co.uk/>



**Tim Smith** co-founded Bearing Partnership in 2003. Since then Tim and his partner have built an enviable reputation in recruitment, especially digital, and are now proud to have a number of proud and global brands as regular and loyal customers. Tim knows how to spot talent. You only have to look at the Bearing Partnership page on LinkedIn to know these guys know how to recruit, and recruit well. Bearings Partnership continues to grow, even though the recession and this can only be a consequence of the reputation they have painstakingly built over the years.

<http://www.bearingpartnership.com/>