

Don't Just Weather the Storm: Come out Stronger

Will 2012 be a growth year for your business?

Here is a list of speakers that will help you discover a multitude of easily-implementable business tactics to emerge stronger, more effective and efficient in 2012.

You will leave the seminar with actionable steps, and a pack of information to help you put them into action.

Alastair Andrews, Relationship Manager, Lloyds Bank

Making a business more efficient helps with getting investment. Banks lend more to strong businesses that are helping themselves. Lloyds will start the day with a definition of a safe investment from a bank's perspective, to set the scene.

Randall & Payne

Top 5 improvement suggestions based upon experience with client finances. For example, the need to manage cash-flow and the benefits of smoothing business outgoings into regular, predictable payments, rather than high risk one off / unplanned costs.

Mark Vincent and Simon Stapleton, Business Acceleration

Executing day to day business efficiently while also adapting quickly in response to external opportunities and threats is key to survival. Many businesses are literally throwing away money by doing things every day that don't add value. They also waste money on poorly executed business and IT change projects, with more projects failing than succeeding. Being smarter in execution and managing change properly saves money, reduces risk and makes a significant line impact. Business Acceleration will outline how opportunities for improvement can be quickly identified and give tips on managing IT and business change to maximise delivered value and reduce risk.

Ian Bourne, Director, Expressware

Cloud and subscription based computing offers great opportunities for smoothing cash flow and reducing IT cost and risk while delivering maximum business value. Expressware will outline the benefits of cloud / subscription computing, using as examples: Microsoft 365 for productivity and Xero for Accounting. They will give case studies on how companies are increasing productivity, reducing business cost and risk (by not managing their own server hardware) and extending the life of PCs and other equipment in some cases.

Terry Lockwood, Director, Paravail

Many businesses pay more for their standard business outgoings than they need to. This can include items such as telephone / mobile contracts, stationery, utility bills, business rent and rates. Paravail will outline where typical companies can make considerable cost savings

without reducing (in fact sometimes improving) the level of service they receive. The focus will be on what a typical business can do TODAY to identify opportunities for immediate and sustainable cost removal.

Catherine Green, Associate Solicitor, WSP Solicitors

Taking legal advice is often seen as an expensive luxury, so many businesses are not seeking it when they should. Instead they take a DIY or muddle through approach. WSP will set out clear guidelines and examples of the situations where seeking the right advice makes financial sense.

Chris Isaac, Creative Director, Isaac Partnership

Never has it been more important to know the best ways to market your business and understand how to get your message to the right people. Chris will focus on a couple of methods that will ensure you get your business in the limelight.

Each delegate will receive a supporting seminar pack that will ensure you will have something to take away at the end of the day. It will include the details of how to get in touch with the businesses and speakers if and when you need to.

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