

# BUSINESS INSIGHTS

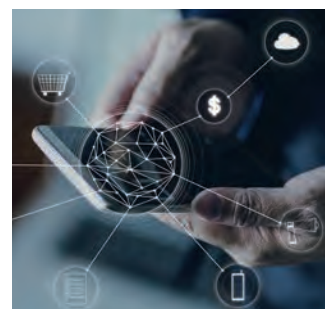
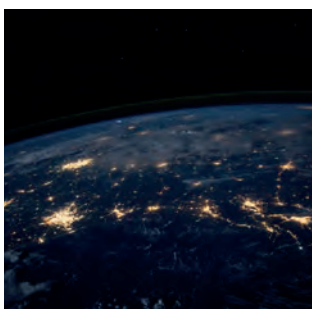
An Online Festival of Business & Innovation

#BI20.2

## Business Insights Show Guide

An Online Festival  
of Business & Innovation

Digital & Online • Collaboration • Innovation  
Regional • National • International



**Wednesday 18 & Thursday 19 November 2020**

**0117 233 0059**

**01242 807689**

**[www.business-insights-festival.co.uk](http://www.business-insights-festival.co.uk)**

In association with

**nettl**  
of Gloucester & Cheltenham



# BUSINESS INSIGHTS

An Online Festival of Business & Innovation

## Welcome to #BI20.2

**Welcome to Business Insights #BI20.2, our online festival of business & innovation with a Gloucestershire focus.**

The first Business Insights was held in June 2020, a response to not being about to hold The Gloucestershire Business Show due to Covid19 business disruption. It quickly acquired an international focus with supportive partners across the globe.

An international Micro and SME business network was added in September 2020, the event became an international and online addition to our live location festivals and has been gaining momentum ever since.

We hope you'll enjoy the festival programme and visit the online exhibition. We've tried to be diverse and inclusive, we're constantly working on how the project develops going forward. Do let us know what you think and we'd love you to get involved, to join the conversation and to become part of the story.



# The Programme

## Wednesday 18 November

### LIVestream

- 10:30 Gloucestershire – a Growth County for Tech Innovation
- 12:00 Business Resilience & Bounce Back
- 1:30 Small Business Investment – are you ready?
- 3:00 Creating Brand – Trust & Recognition

### LIVetalk Forums

- 9:30 Gloucestershire Property Professionals Forum
- 11:30 Gloucestershire Climate & Energy Forum
- 1:30 Gloucestershire Employment & Skills Forum
- 3:30 Construction Forum

### LIVetalk Discussion

- 9:00 Remote Working For Better or Worse

### LIVetalk Partner Events

- 7:30 #BI20.2 – Breakfast Networking (Bring your own Breakfast!)

## Thursday 19 November

### LIVestream

- 10:30 Greening your business: how difficult can it be?
- 12:00 Business, Sport & Innovation: 'A winning mindset'
- 1:30 Chambers and Business Groups – Their role after Covid
- 3:30 Student Question Time

### LIVetalk Forums

- 9:30 International Trade Forum
- 11:30 Access to Finance Forum
- 1:30 Procurement Forum

### LIVetalk Discussion

- 1:30 International Trade Forum – Top Tips for Business

### LIVetalk Partner Events

- 3:30 #BI20.2 Business Insights International Networking

Book your tickets for programme sessions

[http://bit.ly/BI20-2\\_Gloucestershire-Focus](http://bit.ly/BI20-2_Gloucestershire-Focus)

To access our programme visitors will need to click for a #BI20.2 general admission your confirmation will contain a link to book individual events (except partner events).



# Virtual Exhibition

**Business insights #BI20.2 Virtual Exhibition is up and running and will be live until the end of December.**

It's a great opportunity to showcase businesses, products, and brands over an extended period in a space modelled on an art gallery where the businesses exhibiting can present themselves in a clean and efficient way.

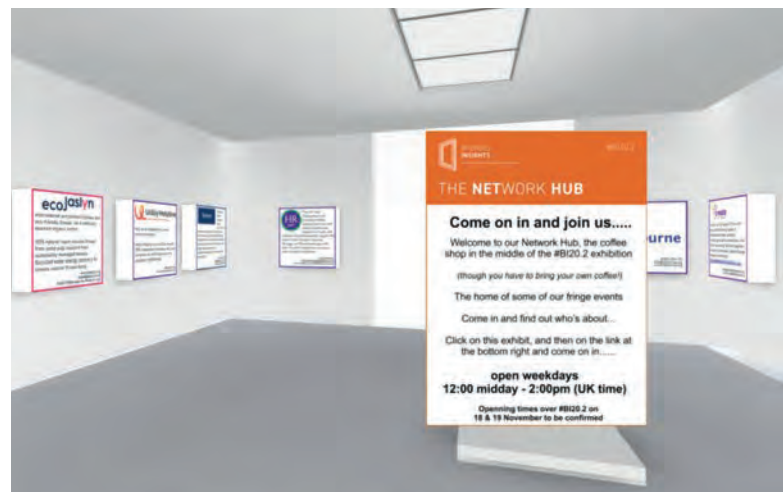
We have opened a virtual network hub that gives a "coffee bar" type environment where you can meet colleagues, prospects and make new contacts. It runs each week day between midday and 2:00pm (UK time) to offer another opportunity for businesses to meet and explore new opportunities.

To access the Network Hub, enter the exhibition at:

[https://bit.ly/BI20-2\\_The-Exhibition](https://bit.ly/BI20-2_The-Exhibition)

Walk through to the second room and you'll find our Network Hub exhibit. Click on it and then on the link at the bottom right and you'll find yourself entering our virtual Network Hub!

We're looking forward to seeing you in the #BI20.2 Virtual Exhibition...



## Book your tickets for programme sessions

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# #BI20.2 – LIVEstream

## **Wednesday 18 November**

10:30 Gloucestershire – a Growth County for Tech Innovation

12:00 Business Resilience & Bounce Back

1:30 Small Business Investment – are you ready?

3:00 Creating Brand – Trust & Recognition

## **Thursday 19 November**

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**Stuart Emmerson** – Hartpury University  
& Hartpury College  
**Richard Hollings** – Dales Finance  
**Tom Beasley** – Active Gloucestershire  
**Reid Derby** – Cyber Central  
**Ben Thompson** – Hartpury, Agri-tech Centre  
**Vicky Hunter** – Entrepreneur Engagement Manager



Wednesday 18 November, 10:30am

## Gloucestershire – a Growth County for Tech Innovation

Gloucestershire has a fast growth Tech Sector that will see some great opportunities for business, employment, skills and growth develop in the coming years. Driven primarily by CYBER-tech, we also have a thriving AGRI-tech sector with great innovation and business ideas evolving. So with Tech sector skills building in the county, how can we make the most of AGRI-tech, FIN-tech and MED-tech as well? What's to stop Gloucestershire being a major driving force in all the up and coming UK Tech innovation?



### Stuart Emmerson

Director of Business Development at Hartpury University and Hartpury College has 15 years of public, private and third sector senior experience. He has worked in a range of roles for the Federation of Small Businesses, in local government and for Social Enterprise UK. Prior to joining Hartpury,

Stuart worked for Worcestershire LEP as their Director of Investment and Partnerships, attracting new businesses into the county, developing partnerships and raising the profile of key initiatives, including one of the UK's leading 5G test beds.

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**Tom Beasley** – CEO, Active Gloucestershire  
**John Caines** – Angel Investor  
**Des Coates** – VC Investor  
**Antony Thompson** – The Tap App Group  
**Rich Young** – The Smart Knowledge Exchange

Wednesday 18 November, 1:30pm

## Small Business Investment – are you ready?

Finding investors can be a daunting and nerve-racking process for an entrepreneur. It's the "Dragons Den" moment when your idea, your passion and your future is on the line. Have you described things properly? Will you present well on the day? Will the potential investor see the same opportunities as you do? How will you deal with the rejection if you're turned down? The upsides are huge as well, being properly funded and having an investor who is well connected, experienced in the business challenges you're facing and who also believes in your idea and it's potential are invaluable assets. So when are you ready to ask? How do you find the right investors? How do you prepare?



### Tom Beasley

Tom is an experience multi-disciplinary senior manager with extensive experience at strategic and operation level. Broad specialisms include marketing (online and e-marketing), governance, estates and property, coaching and mentoring, succession planning and innovation. Recent experience of working in the public, private and third sector.

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**Joe David** – Nephos  
**Philip West** – Continuity West  
**Vicky Henderson** – Ascend Performance Coaching  
**Sandra Baer** – Personal Cities  
**Stephen Simmonds** – SynergyGRC Management Consulting



Wednesday 18 November, 12noon

## Business Resilience & Bounce Back

Covid has created some unprecedented business conditions in 2020. There are Businesses that have stopped dead in the water since March, there are businesses who have been inundated by increased orders and demand and there are businesses who have been broadly unaffected. But it's not just about business opportunity and turnover, we've had to learn how to run our businesses differently. That has involved furloughed and remote working staff, surviving on business loans and grants from government, changed priorities, dealing with in some cases unprecedented levels of business. Mental health completely changed thinking about overhead, different and volatile clients and supply chains. So what does the future hold? What will the business landscape look like post Covid and how will businesses who have had furloughed staff, staff morale problems, redundancies to deal with and a very unpredictable business climate think about building back a resilient and viable business model?



### Joe David

Joe believes that people should be free to live a life that they enjoy and create for themselves. With no limits to people's potential, hard work and dedication can be rewarded with financial success and business growth. As an entrepreneur, Joe has been through the struggles of scaling a business and tackled the challenges that poses head on. He knows

how it feels to take risks, tackle the issues he believes in and stand up for what he believes to be right.

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**Cathryn Hage** – Pentacom PR & Marketing  
**Neil Morgan** – Neil Morgan Design  
**David Jackson** – Manager, Marketing Cheltenham  
**Chris Nyland** – Nettl of Gloucester & Cheltenham  
**Michael Ellyatt** – Brand, Creative and Communications Strategist

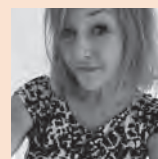
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Wednesday 18 November, 3:00pm

## Creating Brand – Trust & Recognition

Brand is one of the most important assets for any business or organisation. When customers and prospects interact with our brand – whether visually, in conversation, emotionally or by reputation, how do they react? Will they immediately recognise the brand or will they struggle to position the business and the services or products it offers? If they do recognise it, what is their immediate emotional response? Good, bad or indifferent? Why is that and how did we get to that point. Importantly, how did they arrive at that reaction? Do our customers, trust our brand and what it says about how and why we do business? A panel discussion chaired by Cathryn Hage from Pentacom PR & Marketing covers these important questions and aims to shed light on how people perceive brand and how we can influence them in their thought process.



### Cathryn Hage

Cathryn is a freelance marketing professional having worked across the communications spectrum for clients in B2B and B2C. Her experience has touched many industries including engineering, health & wellbeing, food & beverage, electronics, clothing and sport. With her roots in PR and the written word, she can often be seen on social media and blogging as digital marketing content forms an important element of work today. Cathryn is very active in fundraising as a Trustee of the Pied Piper Appeal children's charity, and also holds vice chair and sponsorship at Cirencester Rugby.

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Thursday 19 November, 10:30am

## # BI20.2 Greening your business: how difficult can it be?

The demand for green is growing: three-quarters of consumers choose to buy from a company that they know is being more sustainable, and nearly half of small companies have been asked about their sustainability policy by larger companies higher in the supply chain. Delivering green commitments also increases the loyalty of staff as studies show that people prefer to work for a company taking its responsibilities to the planet seriously. Plus green credentials are also a magnet for job seekers, especially Millennials and Gen Z. But how does a company start embracing all things green? Especially if its primary purpose isn't directly related to sustainability. Is it better to re-use than recycle? What's Net Zero all about? Is planting trees enough? Caring for the planet doesn't have to be onerous or start with intricate sustainability policies: some effective actions can be straight-forward. Join this Live Stream session and hear from three companies – small, medium and large – about how they went about embedding sustainability into their operations. Learn from their experience and take away their top tips so that you can easily start greening your company from the inside out.



### Caroline Aistrop

A zoologist by background, Caroline specialised in delivering PR, communications, behaviour change and campaigns for a range of organisations. She's also been an environmental journalist at the BBC's Natural History Unit producing a natural history news programme for Radio 4, and reporting for BBC Radio Gloucestershire's award-winning countryside & rural affairs programme. Caroline even trained volunteers to run a community radio station, she now runs her own green PR agency, Green Spark, creating content for clients.

Book your tickets for this event

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### Claire Thayers

**TBC Sam Holliday** – Federation of Small Businesses

**Fran Coulter** – Cirencester Chamber of Commerce

**Jon Smith** – Talk Business

**Guy Timson** – Chair, Business Insights International SME Network

Thursday 19 November, 1:30pm

## Chambers and Business Groups – Their role after Covid

Covid has been a game changer for business. For some a major challenge with little work or revenue, for others a challenge to cope with business volume. For some it's been business as usual in a very strange new world. Some of us had heard of Zoom, some had even used it, but in a few short months it's become a ubiquitous tool of business with the efficiencies, the draining mental state and the lack of personal interaction we've become used to. People speak of "the new normal" some like the idea, others just want to "get back to normal". So what does the future hold for business groups and Chambers of commerce post Covid? Will it be back to business as usual or will it bring a revolution in networking and business development? How do Chambers and Business Groups see their own future and how are they thinking about the community they represent? What are the opportunities and offerings they will bring in the future?



### Claire Thayers

Having worked in the world of packaging design for 15 years, and also working with visit Cornwall and most recently Happerry, an organisation that is passionate about provenance, Claire has a real passion for the food and drink sector and agri. With Brexit, subsidies going there is a real need to support our farmers, producers

and growers to support those businesses, to help them grow and to create employment in our rural communities. Sustainability is an integral part of that support and there is a real opportunity to collaborate, learn and adapt to consumers' needs in the county.

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**Tom Radcliffe** – Director of Elite Sport, Hartpury University & Hartpury College

**Andy Lewis MBE** – Paralympic, World, European & British Champion

**Michael Green** – Programme Manager for BA (Hons) Sports Business Management

**Mel Nicholls** – GB Endurance Athlete, Adventurer, Speaker B Endurance Athlete

**Joe David** – Chief Executive Officer, All Golds Rugby League

Thursday 19 November, 12:00noon

## Business, Sport & Innovation: 'A winning mindset'

The relationship and the parallels between business and sport are remarkable, with innovation playing an increasing role. Teamwork, Innovation, Environment, Achievement, Discipline, Motivation, Communication, these are deeply interwoven character traits that drive elite professionals in both sport and business. There are common threads running through these topics and when we look at elite sport achieving its goals, we learn important lessons about achieving strong, vibrant and thriving business culture. A panel discussion Chaired by Tom Radcliffe, Director of Elite Sport at Hartpury University and Hartpury College will discuss the parallels and the lessons that can be found in business and in sport.



### Tom Radcliffe

Tom has worked for Hartpury University & Hartpury College for over 10 years. He is responsible for the management of Hartpury's Sports Academies providing inspirational leadership to the Academy Directors and their respective staff. He has a lead role in ensuring the continued development and success of Hartpury's 10 elite sports academies and dual career athletes.

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**Julie Kent** – Chair, Open Door

**Madeline Howard** – Cygenta

**Emma Taylor** – Dean Close

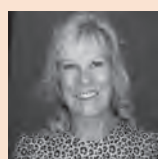
**Oliver Bruce** – PinPointMedia

**Myra Billingham** – Gloucestershire College

Thursday 19 November, 3:30pm

## Student Question Time

Julie Kent MBE, formerly a house mistress at Dean Close, hosts a question time discussion with leaders from Gloucestershire's business community around the journey that school leavers are facing as they think about the future, their careers and accessing the workplace. It's a challenging time for everyone and students presently in years 12 and 13 are dealing with disrupted education, uncertain HE and FE provision and an employment landscape that is heading towards significant redundancies and reducing opportunities. Add into that anxiety, mental health, student loans and the inevitable uncertainty for any student about where they want to head for their career and we see ourselves in a position that is unlike any faced by students before. Questions are invited for the panel in advance and at the event by live link or over email and social media. A chance for students to challenge business leaders to address the burning questions.



### Julie Kent

Julie is an experienced Trustee working in the non-profit organization management industry & Fundraising. She is named as one of the 50 Greatest Women in Gloucestershire, Top 100 Women in the West and recently Gained the Most Outstanding Woman in the Charitable Sector in the West.

Julie has been a housemistress at Dean Close for over 20 years specialising in teenagers coping with life!

Book your tickets for this event

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# the Business<sup>®</sup> KITCHEN

## Get the recipe for business success



What does success look like to you?

A boost to your bottom line?

An endless stream of high value clients?

Knowing who your ideal customer is, and how to attract them?

Or perhaps the ability to work a four-day week and spend more time with your family?

Whatever success means to you, the Business Kitchen can help you get there.

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# #BI20.2 – LIVEtalk Forums

## Wednesday 18 November

9:30 Gloucestershire Property Professionals Forum

11:30 Gloucestershire Climate & Energy Forum

1:30 Gloucestershire Employment & Skills Forum

3:30 Construction Forum

## Thursday 19 November

9:30 International Trade Forum

11:30 Access to Finance Forum

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Wednesday 18 November, 9:30am

## # BI20.2 Gloucestershire Property Professionals Forum

Housing, Commercial, rail & Infrastructure. Domestic, business, leisure, tourism and travel put demands on Gloucestershire's property infrastructure. Now Covid-19 has added a significant challenge. Our Forum for Gloucestershire Property Professionals discusses how well we are tackling the many issues and where we might improve for the future. Chaired by Patrick Downes of PACT property & assets, our property professional's forum looks at the county's current property and infrastructure position, the thinking and plans in the present pipeline and the wider picture of where we need to be going as we look forward to future decades. Our delegates around the table are drawn from private and public sector, planning, investment and strategic roles.



### Patrick Downes

Patrick has multi-sector experience identifying, structuring and delivering portfolio strategies, property transactions, and development programmes thus delivering strategic and commercial outcomes in business environments. He is a trusted and effective business leader who has proven record of creating, transforming and maximising organisational performance, driving business growth, geographically, in scale, and profitably. He has an excellent track record in growing teams and systems to ensure client satisfaction. Patrick launched PACT property & assets in 2018.

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Steve Ackroyd – The Job Guru



Wednesday 18 November, 1:30pm

## # BI20.2 Gloucestershire Employment & Skills Forum

Our employment and skills forum brings together professional trainers and education providers, employers and recruitment professionals in a boardroom table style discussion. With a prepared agenda, we'll be looking at the key issues facing Gloucestershire's employment needs, skills gaps, opportunities, apprenticeships, graduate retention, employer's needs, Transferable skills and many more subjects that impact the employment and skills agenda in the county. This forum brings together a cross section of those involved with different needs and backgrounds. It will provide an opportunity to benchmark a discussion and focus on the areas that need attention moving forward. The Discussion is held on the Zoom Digital Platform with our Chair and formal delegates at "The Boardroom Table".



### Steve Ackroyd

Steve is founder and Owner of The Job Guru, a recruitment business based in Gloucestershire. Steve understands that a lot of employers haven't been trained in recruiting and job seekers have rarely been trained in finding a job, he provides a service that bridges the gap, helping SMEs to find and hire the best candidates for themselves. Steve has experience across a wide range of roles and sectors and tends to work with small technology businesses that have a long or medium term growth plan providing them with strategic recruitment support.

Book your tickets for this event

[http://bit.ly/BI20-2\\_Gloucestershire-Focus](http://bit.ly/BI20-2_Gloucestershire-Focus)



Eoin McQuone – Go Climate Positive



Wednesday 18 November, 11:30am

## # BI20.2 Gloucestershire Climate & Energy Forum

Gloucestershire and the South West region are home to some of the largest and most influential energy generation and distribution businesses in Europe. Our Gloucestershire Climate and Energy Forum, chaired and facilitated by Eoin McQuone, brings a discussion together with leaders and decision makers working in the sector who share a common interest in seeing how this important area for everyone evolves moving forward. We also have a diverse and innovative culture of small and medium sized businesses that both generate renewable and sustainable energy, distribute across micro networks and also invest heavily in renewables, carbon capture and energy efficiency.



### Eoin McQuone

Eoin believes that building a profitable, future-proof business nowadays requires a change from the traditional model. It's all about creating a business that not only makes a profit now but that is set up to continue to grow and flourish in a world of climate change and increasingly scarce resources. That's

where Sustainable Business Design comes in! The Business formed in January 2019 helps its clients uncover ways to improve the sustainability of your business whether it be products, services or systems in ways that will drive growth and profit. Eoin launched "Go Climate Positive" in February 2020 to make it easier for businesses to understand and reduce their carbon footprint with the ultimate aim of becoming Climate Positive.

Book your tickets for this event

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Gerald Crittle – G Acceleration



Wednesday 18 November, 3:30pm

## # BI20.2 Construction Forum

Construction is one of the key drivers of the UK economy, contributing to around 6% of the UK GDP. According to recent estimates there are currently 2.3 million people working in the construction industry; circa 6.5% of the UK labour market. The construction sector acts as a key enabler to other sectors in both the public and private divisions. Its scope is large, ranging from the building of hospitals to the development of new office space; it is essentially a key initiator of the process. As repair and maintenance is a significant part of construction, construction is not only an initiator but also a link between the old and new. Our Gloucestershire Construction Forum Brings together Industry professionals from around the county in a conversation that takes a snapshot view of the sector at a point in time.



### Gerald Crittle

Gerald manages the Gloucestershire Construction Training Group's (GCTG) Digital Leadership in Construction programme, one of five projects funded by the CITB to help the construction sector adopt digital solutions to improve business performance.

His Business, G-Acceleration, established in 2009, offers practical solutions to help businesses improve productivity and efficiency across the broad spectrum of business sectors.

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Thursday 19 November, 9:30am

## #BI20.2 International Trade Forum

Development of International trading opportunities comprises one of the most important routes to building a strong economy in the county. Our International Trade Forum brings together professional advisors in the area with businesses who have experience in import & export and businesses who are looking to grow their business internationally either from scratch or developing on existing business. Our International Trade partners with The Gloucestershire Business Show create a discussion forum that allows business small and large, across sectors and with different levels of experience to share thinking and experience with a view to grasping and exploiting the opportunities that global trading present.



### Roger Mackrill

Following an extensive career in automotive, aerospace, nuclear power engineering and senior management in US, UK, Europe, India and China, Roger is the director and founder of Sabre UK Ltd. Founded in 2007, Sabre is a management consultancy and provides bespoke services to clients to facilitate them fulfilling aspirations in Asian markets, India and China in particular. With abundant experience as Quality Director, Managing Director in a wide range of global corporations, including GM, Rolls Royce, SKF, ISMT India, Kalyani Group India and Changan Group China, Roger is an experienced professional guiding clients through strategic direction and planning to enter and establish presence in Asian markets.

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Thursday 19 November, 11:30am

## #BI20.2 Access to Finance Forum

Access to finance, is a key business function and fast-changing, whether a sole trader or an established significant business. Digital innovation and Fin-tech provides greater transparency, information integration, usability and efficiency allows business owners to access to information better and faster, to make decisions and to spend more time developing and delivering business ideas. The basics haven't changed. Building a business takes investment and strong financial management. Planning, access to investors, banking support and a strong credit record are important to understand and make your business work. Putting digital innovation together with long standing core disciplines of business finance creates a strong financial background that allows entrepreneurs, innovators and business owners the tools needed for a successful, sustainable business model. Our #BI20.2 Access to Finance Forum will be looking at the state of the funding landscape, types of lending/criteria/documentation, what happens to those who could not get CBILS or have now used the funding up? And what is the accountant's role in the 2020 business process?



### Richard Holling

An experienced business executive with 30 years of business and financial services experience. Richard has worked as a consultant, sales executive and manager for several major international companies. In 2018 he changed focus and started to work with start-ups and SMEs. In 2019 he formed Berkshire Dales, which offers SMEs advice on getting the right business finance, and other consulting services. With his background in banking and digital banking solutions, Richard is close to the FIN-tech sector and take a keen interest in its development.

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Thursday 19 November, 1:30pm

## #BI20.2 Procurement Forum

Procurement processes can account for over two thirds of spend for a Company. Understanding the process and how to access supply chains can be a significant lead to revenue streams for businesses who have goods and services that apply to a sector. Private sector procurement and public sector procurement are both good roots to regular and stable sales revenue, but they carry and overhead cost in time and resource to pursue, so the decision to commit to procurement processes can be a difficult one. Local authorities are keener to buy locally and support the local economy, public and private sectors are increasingly aware of the climate implications and the PR implications of better supporting employment, skills and the economy locally and regionally. So how do we engage a system and allow micro and SME businesses to efficiently and effectively procure from significant businesses and how do we encourage buyers and procurement officers to take their local SME market seriously, keeping a higher proportion of their spend local?



### Matt Roper

Matt founded The Buying Support Agency Ltd (BSA) in 2002, it is one of the UK's leading Business Costs and Procurement Consultant to private, public and charity sector organisations. As well as supporting large corporates and public sector bodies, most of our clients are small and medium sized companies. His mission is "to deliver amazing value to clients and make a positive impact on society through the power of supply chains." If we can save companies money, reduce supply risk and environmental damage and free up their resource and funds, society will benefit.

Book your tickets for this event

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**BUSINESS INSIGHTS**  
An Online Festival of Business & Innovation

#BI21.1 – International Focus will be: 19 & 20 January 2021



# #BI20.2 – LIVEtalk Discussion

**Wednesday 18 November**

9:00 Remote Working for Better or Worse

**Thursday 19 November**

9:30 International Trade Forum – Top Tips for Business

**Russell Jones-Walker** – The Pilates Guy



Wednesday 18 November, 9:00am

## #BI20.2 Remote Working for Better or Worse

Physical wellbeing for anyone involved in business has to be an important part of managing business risk and vulnerabilities. The business owner(s), the directors, the staff team are all crucial ambassadors for a business as well as being the core delivery mechanism for the vision and the business plan. So how do we review, manage, and protect health in the workplace? Home working, mental health, nutrition, office equipment, company policy, mental health, and stress. Russell leads a discussion in our video conference platform with those involved in any scale of business around the right and wrong ways to manage these vulnerabilities, how far can or should we direct personal fitness and health awareness and where does this fit into HSE guidance when it comes to looking after health in the workplace?



**Russell Jones-Walker**

After years of back problems to the point where Russell would struggle to get dressed in the mornings at age 29, weekly Pilates practice enabled him to get back to playing rugby, doing squats and deadlifts in the gym and even improved his mobility and performance. Russell speaks widely outlining

the dangers of the "Sitting Disease" to businesses and organisations and combating the adverse effects of sitting for long periods. He provides quality instructors of functional fitness sessions to businesses and organisations with a view to improving employee health, wellbeing and happiness.

**Roger Mackrill** – Sabre UK Ltd.



Thursday 19 November, 9:30am

## #BI20.2 International Trade Forum – Top Tips for Business

Following the #BI20.2 International Trade Forum, a discussion with a number of UK and international delegates about the important discussions currently having a huge effect on the UK's International Trade landscape, Roger Mackrill hosts a discussion with a number of UK businesses presently thinking about global trade as a core part of business Growth. Micro Business, SME business will be the driving force behind business recovery. Brexit and Covid are completely changing both the global trade landscape and the mentality of businesses thinking about it. There is so much ground to be explored, understood and used to good effect. This LIVEtalk discussion promises to be a lively journey through some challenging business opportunities.



**Roger Mackrill**

Following an extensive career in automotive, aerospace, nuclear power engineering and senior management in US, UK, Europe, India and China, Roger is the director and founder of Sabre UK Ltd. Founded in 2007, Sabre is a management consultancy and provides bespoke services to clients to facilitate

them fulfilling aspirations in Asian markets, India and China in particular. With abundant experience as Quality Director, Managing Director in a wide range of global corporations, including GM, Rolls Royce, SKF, ISMT India, Kalyani Group India and Changan Group China, Roger is an experienced professional guiding clients through strategic direction and planning to enter and establish presence in Asian markets.

Book your tickets for this event

[http://bit.ly/BI20-2\\_Gloucestershire-Focus](http://bit.ly/BI20-2_Gloucestershire-Focus)



Book your tickets for this event

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## Book your tickets for programme sessions

[http://bit.ly/BI20-2\\_Gloucestershire-Focus](http://bit.ly/BI20-2_Gloucestershire-Focus)

To access our programme visitors will need to click for a #BI20.2 general admission your confirmation will contain a link to book individual events (except partner events).





# #BI20.2 – LIVEtalk Partner Events

## Wednesday 18 November

7:30 Breakfast Networking Event (Bring your own Breakfast!)

## Thursday 19 November

3:30 Business Insights International Networking

**Pete Allison** – Gloucestershire Business Show  
**Gill Smith** – The Business Kitchen  
**Louise Taylor** – Taylormade Business Services  
**Neil Morgan** – Neil Morgan Design



Wednesday 18 November, 7:30am

### #BI20.2 Breakfast Networking Event (Bring your own Breakfast!)

#BI20.2 would like to invite you to a very special network breakfast event (you'll need to provide breakfast!) which we're hosting with Business Breakthrough and South Cheltenham Business Network, two well supported Gloucestershire Business networks that meet in the third week of each month as a normal schedule. We'll be hearing from some of the great businesses who are contributing to our Online Festival of Business & Innovation and the meeting is the very first event of #BI20.2 and kicks off two days packed full of content from across Gloucestershire and wider. With LIVEstream panel content, our LIVEtalk Forum series on video conference and some great discussions, partner and fringe events through the two days.

We're looking forward to seeing you bright and early on Wednesday 18th November at 7:30am. There are no costs to joining us and it should be a great start to a busy couple of #BI20.2 days.

Our all new online exhibition is available to meet some great businesses – you can have a look around that from now until the end of December by visiting:

[http://bit.ly/BI20-2\\_Exhibition](http://bit.ly/BI20-2_Exhibition)

Book your tickets for this event

[https://bi20-2\\_network\\_breakfast.eventbrite.co.uk](https://bi20-2_network_breakfast.eventbrite.co.uk)



**Sandra Baer** – CEO Personal Cities



Thursday 19 November, 3:30pm

### #BI20.2 - Business Insights International Networking

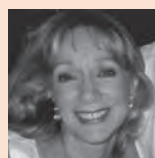
We would like to invite you to our Business Insights International SME network meeting special event hosted by our partners Personal Cities based in Washington DC. When you land on Personal Cities' homepage, you are met with the question:

**Where will your city be in five years? In twenty? How can you shape its future?**

Every city leader should find new collaborations to build its identity and an enduring, trusting connection to its community.

[www.personalcities.org](http://www.personalcities.org)

Sandra Baer, CEO of Personal Cities, chairs a special BIIIN business networking event open to all our UK and international partners to ask some challenging questions, to create connections and to bring a wider perspective on how we want to see our cities and communities develop into the coming decades. Be ready to bring your ideas to the conversation: What cities are seizing the opportunity to take bigger, bolder actions toward true smart city transformation?



**Sandra Baer**

Ms. Baer is the President of Personal Cities, a smart city company dedicated to "imagining the city as it will be." She works to enroll every stakeholder toward a shared sense of now – toward safe, prosperous, happy communities. She is a champion of creative collaboration between the public and private sector and

has worked with city leaders, worldwide for over 20 years. Through stakeholder engagement, social inclusion and the acceleration of innovative technologies, Ms. Baer inspires coordinated action to make cities smarter.

Book your tickets for this event

<https://bi202-biisn-network-event-19nov20.eventbrite.co.uk>



## Book your tickets for programme sessions

[http://bit.ly/BI20-2\\_Gloucestershire-Focus](http://bit.ly/BI20-2_Gloucestershire-Focus)

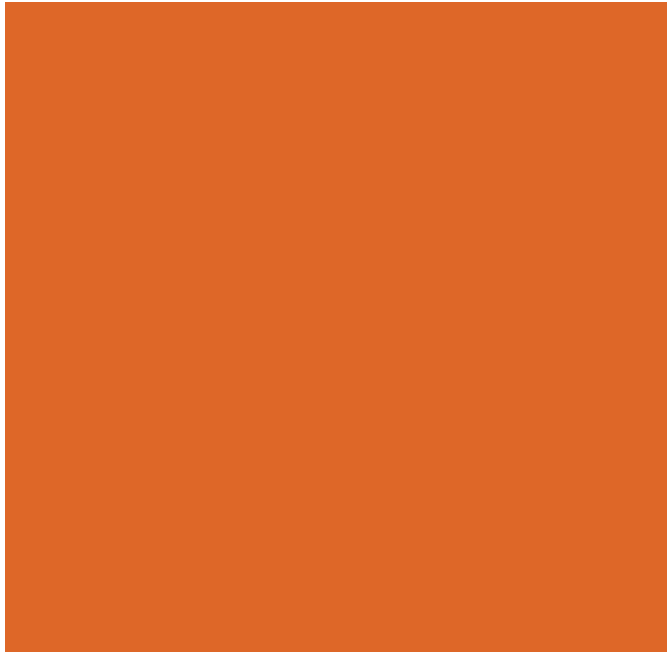
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# BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BI20.2



Email: [directors@business-shows.co.uk](mailto:directors@business-shows.co.uk)

0117 233 0059

01242 807689

[www.business-insights-festival.co.uk](http://www.business-insights-festival.co.uk)



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