



BUSINESS INSIGHTS

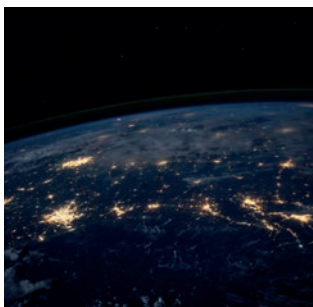
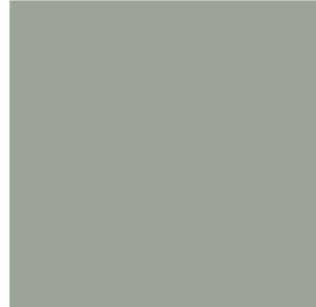
An Online Festival of Business & Innovation

#BI21.1

Business Insights Show Guide

An Online Festival
of Business & Innovation

International Focus



Tuesday 19 & Wednesday 20 January 2021

0117 233 0059

01242 807689

www.business-insights-festival.co.uk

In association with

nettl
of Gloucester & Cheltenham



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

Welcome to #BI21.1

Welcome for Business Insights Festival of Business and Innovation #BI21.1 with an international focus.

It's been a strange 12 months, this time last year we would never have thought that I would be welcoming you to a fully online, fully international festival, but that is where we find ourselves in January 2021.

We have a great line up for you covering brexit, brand, business resilience & risk, climate emergency, placemaking, employment, skills, international procurement they are all very engaging and we have some great voices from all around the world comparing notes on how things are looking where they are. We have Forums with professional delegates and spaces you can book as observers "in the room" to ask questions, we have discussions facilitated with some experts and visitors in the event who want to understand more, and we have our LIVEstreams that will be via YouTube from a video conference discussion.

We have developed our online exhibition to a larger level for #BI21.1, it will be running until 12 February (when the #BI21.2 exhibition will take over) with a whole room dedicated to the festival line up where you can read about the events and click through to book events. We also have our Network Hub in the exhibition, a virtual venue that is open as a drop in every weekday between midday and 2:00pm with a great range of special events every week.

Do enjoy #BI21.1, we're looking forward to seeing you at one or more of the events.

Pete Allison, Director Business Insights #BI21.1



The Programme

Tuesday 19 January

LIVestream

- 10:45 Climate Change on the International platform
- 12:30 Creating Brand – Cultural Relevance
- 2:30 Risk & Resilience in International Trading
- 4:30 Solution Storming: “How can Placemaking Help Set a Path toward an Inclusive Recovery?”

LIVetalk Forums

- 10:30 #BI21.1 International Trade Forum
- 3:00 #BI21.1 International Procurement Forum

LIVetalk Discussion

- 2:30 International Trade – Any Questions?
- 2:30 Question Storming: “How can Placemaking Help Set a Path Toward an Inclusive Recovery?”
- 3:30 Local to Global – Cultural Awareness

Wednesday 20 January

LIVestream

- 10:00 The Global Visitor Economy – recovering from a catastrophic year
- 12:00 The Brexit Story... the fallout, the opportunities
- 4:00 The Changing Faces of Media

LIVetalk Forums

- 10:30 #BI21.1 Employment & Skills Forum

LIVetalk Discussion

- 10:30 Access to Finance: Financing International Trade

Book your tickets for programme sessions

https://bi21-1_general_admission.eventbrite.co.uk

To access our programme visitors will need to click for a #BI21.1 general admission your confirmation will contain a link to book individual events.



Virtual Exhibition

Business insights #BI21.1 Virtual Exhibition is up and running and will be live until 12 February (when the #BI21.2 exhibition will take over).

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/The_Business_Insights_Exhibition

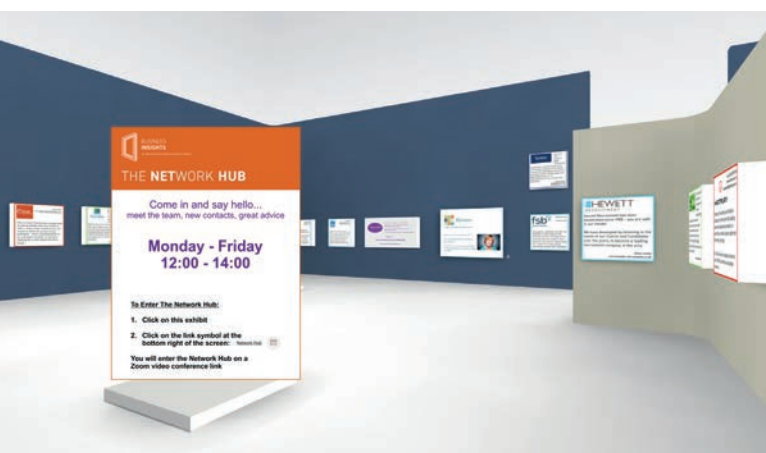
Instructions to access the network Hub:

1. Visit:

https://bit.ly/The_Business_Insights_Exhibition

2. Click on the Network Hub (second room)
3. Click the "Network Hub" link bottom right of your screen.

We're looking forward to seeing you in the #BI21.1 Virtual Exhibition...



Book your tickets for programme sessions

https://bi21-1_general_admission.eventbrite.co.uk

To access our programme visitors will need to click for a #BI21.1 general admission your confirmation will contain a link to book individual events.

YOUR BRAND GUARDIAN

I provide a range of creative design services for organisations of all sizes, supplying printed and digital marketing collateral, enabling them to present themselves as professional and coherent brands.

neil@neilmorgandesign.co.uk

07737 551006

www.neilmorgandesign.co.uk





#BI21.1 – LIVEstream

Tuesday 19 January

10:45 Climate Change on the International platform

12:30 Creating Brand – Cultural Relevance

2:30 Risk & Resilience in International Trading

4:30 Solution Storming: “How can Placemaking Help Set
a Path toward an Inclusive Recovery?”

Wednesday 20 January

10:00 The Global Visitor Economy – recovering from a catastrophic year

12:00 The Brexit Story... the fallout, the opportunities

4:00 The Changing Faces of Media

Book your tickets for programme sessions

https://bi21-1_general_admission.eventbrite.co.uk

To access our programme visitors will need to click for a #BI21.1 general admission your confirmation will contain a link to book individual events.

Tuesday 19 January, 10:45am
Climate Change on the International platform

Climate Change is the most significant threat facing the planet today. The Global business community has a leading responsibility to address the impending crisis with investment, operating methodology and management priorities having an overriding effect on society's ability to engage the problem before we get beyond the point where it is possible to do so. Every scale of business is involved from the smallest owner managed micro business through to the largest multinational corporations, the issues and decisions are just of a different type. We bring together a cross section of Business from a range of countries to compare notes, discuss the alternatives and think out loud about how we can accelerate the discussion and planning that will make a difference.



Eoin McQuone

Eoin believes that building a profitable, future-proof business nowadays requires a change from the traditional model. It's not only about making a profit now, it's about creating a business that will continue to grow and flourish in a world of climate change and scarce resources. Eoin started "Go Climate Positive"

to help businesses understand and reduce their carbon footprint, ultimately becoming Climate Positive. He's a sustainability lead on the Cheltenham Economic Recovery Task Force and co-founder of the Gloucestershire Climate Commitment.

Book your tickets for this event

<https://climate-change-on-the-international-platform.eventbrite.co.uk>



Phil West – Continuity West

Tuesday 19 January, 2:30pm
Risk & Resilience in International Trading

Business Risk & Resilience planning is an important, if sometimes difficult aspect of running a business. When it comes to resilience planning for international trading, Brexit has created a sharp focus. In 2020 the Covid pandemic became a huge risk area for business and over the last 5 years, the cyber threat landscape has become a well-established, sensitive and significantly under reported factor. The international trading opportunities have never been greater and SME business in particular have great opportunities to find new markets as we all become familiar with video conferencing. Our Panel considers the risks specifically around international trade operations and the resilience thinking that can help businesses grow their International trade in a secure and robust way.



Phil West

Philip developed his unique experience as a trainer with expertise in crisis management as well as major incident and event command during his career as a Police Inspector in England. He has commanded at major events like the G8 conference in Scotland, international football matches in Wales, Glastonbury

Music Festival in England as well as numerous spontaneous critical incidents. He retired in 2010 to form his own company in business continuity and now advises public sector and SME's on risk and resilience.

Book your tickets for this event

<https://risk-resilience-in-international-trading.eventbrite.co.uk>



Tuesday 19 January, 12:30pm
Creating Brand – Cultural Relevance

Internationally speaking, our Brand can have unexpected connotations and implications. We design it as we review our business from our own business perspective and for the culture and markets that we are used to. But what happens when you project internationally? Do certain words have different meanings? How is colour perceived subconsciously in different cultures? How do you go about meeting new contacts, what is the norm for saying hello and getting to know people? Should you expect to fit completely into the culture you're approaching, or is there a sensible path where you meet in the middle and work on a mutual cultural understanding with your new international prospects?



Lex Beckett

Lex Beckett's business, Squashed Robot Films is a Films, Photography and Animation agency based in the heart of Cheltenham that has been making great content for businesses across the UK and internationally for a number of years now. In 2014 he picked up a BAFTA nomination for his work on a short film. Lex is passionate about producing content which delivers results for their clients – no matter what their sector, industry or market share.

Book your tickets for this event

https://bi21-1_creating_brand_-_cultural_relevance.eventbrite.co.uk



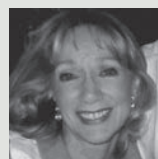
Sandra Baer – Personal Cities



Tuesday 19 January, 4:30pm
Solution Storming: "How can Placemaking Help Set a Path toward an Inclusive Recovery?"

A facilitated discussion will follow the Question Storming event. We will tackle the most revealing questions and expand the dialogue toward potential solutions. With complex issues, enduring solutions will require more time, conversation, analysis and work. This process can however invoke some immediate insights, new ideas, & outside-the-box solutions that had never come to mind before.

There are no definitive answers about "how" to accomplish effective placemaking; every place is unique. Yet the questions developed from the earlier Question Storming will create new thinking about the drivers and priorities for next steps. Our panel picks up the discussion from the difficult questions and looks for conclusions and recommendations to better create the places we call will home for decades to come.



Sandra Baer

Sandra is the President of Personal Cities, a smart city company dedicated to "imagining the city as it will be." She works to enrol 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, Sandra inspires coordinated action to make cities smarter.

Book your tickets for this event

https://bi21-1_solution_storming.eventbrite.co.uk



Wednesday 20 January, 10:00am

The Global Visitor Economy – recovering from a catastrophic year

To say that 2020 has been a disastrous year for the visitor economy – wherever you look on the planet – would be an understatement, we all hope that 2021 will bring a way forward and options for recovery that will be very welcome. But what does that mean? How have the businesses weathered the tough times? What has changed, what can be recovered and what new thinking has emerged that will bring whole new ways of doing things? Our panel of professionals involved in the visitor economy from across different countries and continents share their thinking and discuss how the different cultures and communities that have been impacted in very different ways are looking at 2021 and what they are doing to encourage the best recovery they can.



Steve Gardner-Collins

Steve is an experienced and highly motivated tourism & hospitality Sales Director with the drive, passion and enthusiasm to inspire and lead others. He enjoys leading a sales culture throughout business and is a marketer with experience across design, digital and social platforms in multifaceted environments in local, domestic and international markets. Steve describes himself as an Organiser, a team player and a champion for well-being, diversity and inclusivity.

Book your tickets for this event

<https://the-global-visitor-economy.eventbrite.co.uk>



Wednesday 20 January, 12:00 midday

The Brexit Story... the fallout, the opportunities

Brexit has been a long and hard journey for us all. On 1st January this year, the final position came into force. We bring together some of those who have been thinking about Brexit for years now and working with Businesses to make the most of continuing existing business and developing new. So what are the Brexit headlines now that its down? What will be the downside now that we have "The Deal" and what are the opportunities that open up? A LIVetalk discussion from our International Trade team which will help answer some of those questions.



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. 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

<https://brexit-fallout-and-opportunities.eventbrite.co.uk>



Sam Holliday – FSB

John Hewitt Jones – Euromoney Institutional Investor PLC

Andrew Merrell – Raikes Journal

Lois Cooper – Journalism Student, University of Gloucestershire

Wednesday 20 January, 4:00pm

The Changing Faces of Media

Journalism, the press, and media in general has changed beyond recognition over the last two decades. The arrival of the digital age with lightning fast communications, social media, fake news, and the move away from hard copy press media has created some real challenges for Journalists looking to get accurate reporting of important stories out in a relevant and accurate way. How has this changed the way we absorb business news? And where does the future lie when it comes to independent, reliable, and accurate journalism? Join us for this international discussion as we look at the changing face of journalism from different parts of the world.



Sam Holliday

Having spent over 25 years in the regional media – 15 of which was as an editor and director at amazing newspaper groups in the Midlands (Tamworth) and the South West (Bath) – Sam became a Development Manager for Britain's biggest and most successful business representation group the Federation of

Small Businesses (FSB) in March 2013. Sam works to help and support the thousands of FSB members who run small businesses, are self-employed or have that entrepreneurial spirit throughout the Gloucestershire and the West of England area.

Book your tickets for this event

https://bi21-1_changing_face_of_media.eventbrite.co.uk



Sam Stevens Media
Creating video content that works

With over 20 years in the industry, Sam Stevens Media produce high quality video content for clients that really works. From event coverage, interviews, testimonials, corporate productions, promotional films, live streams and social media videos. It's all about delivering great quality content that informs and engages.

Videos can help solve problems, automate tasks, save time, drive sales, build relationships and fuel audience engagement so if you want to discuss how we can help, get in touch today.

We're Netti. And we're in Cheltenham.

We're a full service creative design, web and marketing studio, in the centre of Cheltenham. If you're looking for graphic design, web design, SEO, print or promotional merchandise to aid your marvellous marketing efforts, drop by, let's see if we can help.

01242 379279 <https://www.cheltenhamnetti.com/>

BUSINESS INSIGHTS
An Online Festival of Business & Innovation

#BI21.2 – South Gloucestershire Focus will be: 3 & 4 March 2021



the Business[®] 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.

Taylormade
Business Services



#BI21.1 – LIVEtalk Forums

Tuesday 19 January

10:30 #BI21.1 International Trade Forum

3:00 #BI21.1 International Procurement Forum

Wednesday 20 January

10:30 #BI21.1 Employment & Skills Forum

Book your tickets for programme sessions

https://bi21-1_general_admission.eventbrite.co.uk

To access our programme visitors will need to click for a #BI21.1 general admission your confirmation will contain a link to book individual events.

Tuesday 19 January, 10:30am

#BI21.1 International Trade Forum

Development of International trading opportunities comprises one of the most important routes to building a strong economy in any county. Our International Trade Forum brings together professional advisors and businesses involved in international trading from across different countries and continents. Understanding culture, language, protocol and local custom is vitally important to developing lasting international trade relationships and our forums discuss, help understand and underpin trading relationships that will build on opportunities to do business across boundaries. An agenda based discussion between international trade professionals, we also invite other interested business people to join and help explore how we can grow this important area.



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. 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

https://bi21-1_international_trade_forum.eventbrite.co.uk



Steve Ackroyd – The Job Guru



Wednesday 20 January, 10:30am

#BI21.1 Employment & Skills Forum

Employment and Skills in business are crucial areas of thinking on a national or international level. Understanding that businesses across the globe face similar issues and looking at how the different countries and cultures are thinking about it is important as we think about the sector. In a Globally connected age, with digital communications we can look beyond national boundaries for businesses to fill skills gaps and for candidates to build careers. Brexit in the UK and international political thinking is constantly changing the employment landscape for both employers and candidates. Our International Employment Forum, thinks about opportunities for businesses and job seekers and how we can look beyond the normal boundaries we think about



Steve Ackroyd

Steve passionately feels that employers and job seekers suffer from a lack of knowledge about how recruitment works. Jobseekers are not taught how to find a job and employers are not taught how to find a new employee, it's amazing anyone gets hired! A recruitment professional with 2 successful recruitment business, a member of REC – the Recruitment Federation and an Enterprise Advisor, Steve uses his experience and knowledge to help give employers and job seekers the knowledge they need to find each other.

Book your tickets for this event

https://bi21-1_employment_and_skills_forum.eventbrite.co.uk



Tuesday 19 January, 3:00pm

#BI21.1 International Procurement Forum

Procurement can account for over two thirds of spend for a Company. Understanding how to access supply chains can be a significant lead to revenue for businesses who have goods and services that apply to a sector nationally or internationally. Private and public sector procurement carry and overhead cost in time and resource to pursue, so the decision to commit to procurement processes can be a difficult one.

On the International stage, procurement across national and continental boundaries has a whole other set of agendas. How do businesses thinking about supplying internationally approach international procurement issues, what are the hot topics? How to manage unfamiliar culture and languages and with international trade, how does environmental awareness and ethics fit in?



Steve Bates

Steve is a strategic procurement specialist based in Calne, Wiltshire, UK who helps businesses to improve profits and cash. He also helps business owners and financial directors to free up time so they can focus on running their businesses.

Book your tickets for this event

https://bi21-1_international_procurement_forum.eventbrite.co.uk



Proud Sponsors of Business Insights Festival of Business & Innovation

Adcocks is an established, family run firm with a proud history of supplying trusted industrial supplies for over 60 years.

We have extensive experience serving commercial, education, healthcare, industrial and hospitality customers across England and Wales, understanding the unique needs of each sector.

A Supplier you can Trust

We are thrilled that over 1500 businesses trust us to consistently deliver their supplies and we're looking forward to the next 60 years of serving our customers.



#BI21.1 – LIVEtalk Discussion

Tuesday 19 January

2:30 International Trade – Any Questions?

2:30 Question Storming: “How can Placemaking Help
Set a Path Toward an Inclusive Recovery?”

3:30 Local to Global – Cultural Awareness

Wednesday 20 January

10:30 Access to Finance: Financing International Trade

Book your tickets for programme sessions

https://bi21-1_general_admission.eventbrite.co.uk

To access our programme visitors will need to click for a #BI21.1 general admission your confirmation will contain a link to book individual events.

Tuesday 19 January, 2:30pm

International Trade – Any Questions?

Following our International Trade Forum discussion, we bring together a number of international specialists to take questions around building business development through trading internationally. Brexit has created both opportunity and vulnerabilities, the current pandemic has exponentially increased the use of online communications that have made it so much easier to reach out internationally and build new business relationships. Culture, language and the simple interpretation of brand, graphics and body language are all areas of discussion and our panel will be looking to understand business concerns and uncertainties around how to build new international business.

You can submit questions via the event registration process, or on our dedicated email address: BI21.1@business-shows.co.uk



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. 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

https://bi21-1_international_trade_any_questions.eventbrite.co.uk

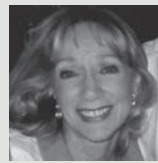


Tuesday 19 January, 2:30pm

Question Storming: “How can Placemaking Help Set a Path Toward an Inclusive Recovery?”

Today, among the convergence of crises facing our world, Placemaking really matters. From supporting our local economies, to attracting business investment, attracting tourism, providing cultural opportunities, encouraging volunteerism, reducing crime and improving public safety and mobility, and improving public health and the environment – all are a part of an attractive place to live and work. Never has there been a more important time to design and re-shape urban space. If we are smart, we will leverage the talent and resources of our business community. We will work collaboratively to understand new paths toward an inclusive society and an inclusive recovery with thriving businesses and prosperous cities.

To understand Question Storming better: http://bit.ly/Question_Storming



Sandra Baer

Sandra is the President of Personal Cities, a smart city company dedicated to “imagining the city as it will be.” She works to enrol 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, Sandra inspires coordinated action to make cities smarter.

Book your tickets for this event

https://bi21-1_questions_storming.eventbrite.co.uk



Eva Túnez Salvador – Genuine Translations
Janina Neumann – Janina Neumann Design

LOCAL TO GLOBAL

Tuesday 19 January, 3:30pm

Local to Global – Cultural Awareness

Exporting into a new market can be daunting if you don't speak the language or you haven't experienced the culture before. These are critical success factors when exporting your products or services to other countries. These are key factors influencing the exporter's decision of entering a particular market. We will explain what it means to be culturally aware and analyse the Asian and South American cultures based on eight culture scales. There will be an opportunity to learn about different ways of doing business in different markets; from communication and organisation to leadership and etiquette. There will also be an opportunity to discuss and learn from incidents involving cultural misunderstandings, and we will share some tips on how to work effectively in multicultural teams.



Janina Neumann

Janina Neumann is a bilingual (German/English) graphic designer, intercultural management trainer, and business owner of Janina Neumann Design. JND is a bilingual design company, helping clients create a social impact in the UK and abroad. The bilingual focus ensures clients can communicate

their message equally effectively across different languages and cultures. Janina is also the Co-Founder of Local to Global, a gateway to fulfil all exporters' cultural, linguistic and branding requirements.



Eva Túnez Salvador

Eva is a Spanish translator who is passionate about international trade and the cultural and linguistic challenges linked to it. Her multilingual translation company, Genuine Translations, helps businesses that are exporting to foreign language markets with all their marketing, legal and technical

translation requirements. Eva is also the Co-Founder of Local to Global, a gateway to fulfill all exporters' cultural, linguistic and branding requirements.

Book your tickets for this event

<https://local-to-global-cultural-awareness.eventbrite.co.uk>



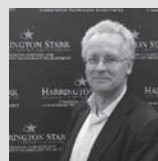
Richard Holling – Dales Finance
Roger Mackrill – Sabre UK Ltd
Callum Wade – Ebury
Edward Booth – Bibby Financial Services



Wednesday 20 January, 10:30am

Access to Finance: Financing International Trade

Access to finance, is a key business function and fast-changing, whether a sole trader or an established significant business. Having good finance in place is critical to facilitate international trade. Hear how finance companies can fund setting up overseas supply chains for importing goods into the UK, The supply of UK good overseas markets and Investment into the start-up costs of international trade. Our Access to Finance Forum will be looking at the state of the funding landscape, types of lending/criteria, costs of finance. The discussion is held as a virtual boardroom discussion of professionals. 20 observer seats are available for those who have an interest in understanding the industry sector. The Chair will invite input from the observers during the forum discussion.



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.

Book your tickets for this event

https://financing_international_trade.eventbrite.co.uk





BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BI21.1



Email: directors@business-shows.co.uk

0117 233 0059

01242 807689

www.business-insights-festival.co.uk



County Business Shows



BizShowGlos



BizShowGlos

