

**Wednesday 14 August 2013**  
**9.00 am – 4.30 pm**



**The HUB Westminster**  
1st floor New Zealand House  
80 Haymarket  
London  
SW1Y 4TE

## The Day's Fabulous Speakers

### Tamsin Fox-Davies - Small Business Marketing Mentor



#### Grow Your Business with Email & Social Media

This highly informative session will take you from marketing novice to socially savvy in one go. You'll learn the best approach to marketing in today's economy, and how to create real campaigns that will get you results. You will also gain an understanding of how social media, including email, can be best used to promote your business. Attend this session and walk away with your OWN marketing strategy for your business.

The questions this session will answer:

- How do I create a marketing strategy?
- What is a marketing campaign?
- What is the best type of marketing campaign for my business?
- How do I run a campaign on social media?
- What are the networks I should be using?
- How do I know what/when/how to post?
- How to use email as a social medium?
- How do I get started?
- What are the tools that I need to help me manage this?
- How do I tie email and social media together for maximum impact?

## About Tamsin

Tamsin works for Constant Contact and is a well-known marketing mentor, delivering training and advice to SMBs in the UK and Europe. Tamsin's practical, yet entertaining, delivery gives attendees the confidence to put the strategies they learn into practise straightaway.

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## Jo James - Amber Life



### Sales the Anti-Selling Way

Jo James propels business owners to earn 6-figures and beyond and importantly to feel good along the way.

With over 20 years' experience building 6 and 7 figure businesses, Jo will show you easy-to-use but super-effective techniques you can implement immediately to help you grow your business now.

- Discover your unique way to make more impact at networking events
- Learn 4 Words to Grow Your Business
- See how the 'Positive Focus Generator' can make the difference to your day.

Jo James shares her Top Tips and Strategies designed to give you and your business a boost.

Have you seen Jo's award winning newsletter? It's called "Make Your Mondays Matter"

[Sign up and join in to Make Your Mondays Matter too](#) 😊

### About Jo

Jo propels business owners to earn six-figures and beyond. With over 20 years' experience of building six and seven-figure businesses, first in the pub industry, retail health food and then owning her own recruitment business in the City of London for 10 years, Jo truly understands how business success is born, raised and sustained.

In 2009 Jo created [AmberLife.com](http://AmberLife.com) to support you in growing your business now. Providing you with winning strategies and solutions to help you bring your ideas to life and significantly increase sales.

[Sign up to receive Jo's Constant Contact award winning newsletter to Make Your Mondays Matter](#) – giving you top tips and bite size strategies to kick start your week. People love them!

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## Wendy Kerr - Corporate Crossovers



### What Does Your Time Cost To Get To £100,000 in Your Business?

If you ever wondered how to best use your time to get to £100,000 per year, this talk will help you calculate what you need to earn every hour to get to six figures. This talk will give you a fresh perspective on how you value your time!

- In this talk you will:
- Get real about what your time is really costing you
- Learn the formula and discover what you need to generate to earn

1000,000 each year

- Generate ideas of resources to use your time more effectively
- Walk out thinking differently about how you spend your time

## About Wendy

Wendy created Corporate Crossovers® to work with people who have left their jobs and set up their own business, and those still in their jobs who may be thinking of leaving. She enables them to do what they love and earn what they're worth. She offers coaching, workshops and loads of free resources at her website [www.corporatecrossovers.com](http://www.corporatecrossovers.com), including the pithy weekly 1 minutes tip to improve your business.

Ten years ago Wendy created her own Coaching business. She has worked with a range of great clients including executives at IBM, Expedia and Barclaycard and also a large number of business owners around the world.

Before she crossed over to coaching 10 years ago she was General Manager at [FT.com](http://FT.com) and raised \$70 million listing a dot-com business on the Australian Stock Exchange.

She is an International Coach Federation Professional Certified Coach (ICF PCC) and an NLP Practitioner. Wendy has also been featured in The Guardian and BBC Women's Hour

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## Keren Lerner – Top Left Design



### 9 ways to make your website a super-powered marketing tool

Most businesses nowadays have a website. There are so many possibilities within a website to make it an incredible communication tool, answering FAQs and giving information about your services and why people should choose you.

With the right planning, design and strategy, a great website can continuously attract people and opportunities to your business.

However, sadly, many websites fail to bring forward the best messages. The most common problems are:

- Websites look too templated
- They are badly built and don't work in different browsers or mobile devices
- Designs can be uninspiring
- Their websites are out of date
- There is nothing to entice people to come back

In her usual straightforward and practical style, Keren Lerner will share practical tips on how you can make your website more attractive, engaging, and interactive so it's working harder for you.

## About Keren

Keren Lerner runs Top Left Design - a Soho based design and marketing agency. You can see their portfolio and work at [www.topleftdesign.com](http://www.topleftdesign.com).

She has 8 members of staff – talented and friendly designers and coders who create websites their clients can be proud of. They combine unique design and marketing to “bring out the magic”

Every business has a unique combination of services, products and people this can be brought out through storytelling, design and marketing.

Keren comes from a design background and has herself grown her business over the last 11 years with clients coming from word of mouth referral and repeat business.

She has been growing her network and building relationships from the start and now does a lot of networking online – and as an active user of social media she speaks from first-hand experience.

In addition to working with her team at Top Left Design, she also speaks, writes and teaches about blogging, design, marketing and social media – and about her experiences in running a small business.

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## **Matt Perkins - Free Agent**



### **Financial Management**

Whether you're set for world domination or happy to create the perfect lifestyle venture, all business owners face the same dilemma - the dreaded 'a' word (accounting!). However, it doesn't have to be this way! The sooner you stop thinking of accounting as a compliance issue and separate, scary function of your business and start to embrace it as the key to growth, life will be good!

In this presentation, Matt will explain the importance of knowing and understanding your figures. He will also take you through your order to payment cycle and show you how FreeAgent not only takes the pain out of accounting by making the mundane simple and actually exciting, but is also an invaluable tool to power your business to success.

### **About Matt**

Matthew has a sound background in sales and marketing developed over 18 years in both retail and manufacturing sectors and has a wealth of practical experience through running his own distribution business.

During four years as an advisor at Business Link in London, he worked directly with businesses on all aspects of management and development and was also a member of the Business Link National PR panel, regularly involved in commenting on business related news stories and attending TV and radio interviews.

Following the closure of the Business Link Service, Matthew spent time at PayPal UK – where he was employed to plan and oversee the implementation of their UK SME engagement strategy. It was here that he first encountered FreeAgent and had an epiphany!

At FreeAgent Matthew is again heavily involved in assisting sole traders, freelancers and small businesses to realise their potential: 'Like it or not, good accounting processes and practices form the very heart of a business and a positive attitude to financial management is key to success. FreeAgent goes a long way to clearing both practical and perceived hurdles many business owners have with their business finances and I'm proud to be involved in this accounting revolution!'

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