

CONFERENCE AGENDA

DAY 1 - THURSDAY 11 MARCH

9.15am



Opening remarks by
OLI BARRETT
the event host

Voted as one of GQ's Most Connected Men, Oli is often referred to as the hardest-working man in networking and even earned an MBE for his business activities. A serial co-founder, Oli has helped to start numerous ventures, facing every challenge you have.



HANNAH PREVETT
Co-host

Commercial Business and Technology Editor at News UK and a regular feature writer for The Times, Sunday Times. Hannah is also the host for the The Times CEO Summit and Launch Editor of Elite Business.

COMMERCIAL BUSINESS GROWTH

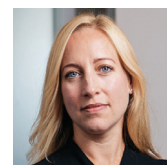
9.30am



Keynote speaker:

PIERS LINNEY
Entrepreneur, Former investor on BBC Dragons' Den (Shark Tank), Former lawyer & banker, NED British Business Bank

PANELLISTS



Saasha Celestial-One
Co-founder, OLIO



Josh Wintersgill
Founder, Able Move

10.00am

PANEL: Opportunity in adversity: the importance of mindset in a challenging climate

The last twelve months have been full of uncertainty, and the challenges to business aren't over. But that doesn't mean you need to put your growth plans on hold. Our panel discuss their experiences of growing a business during a downturn and seeing opportunities in unlikely places.

- **Managing mindset:** the importance of optimism and drive
- **Growth strategies:** steering your business in a difficult climate
- **Mitigating commercial risk**
- **Sales and marketing:** how to maximise impact of outreach



Nick Dorman
MD, Echo



Marko Ilincic
Group chairman, Vistage

DAY 1 - CONTD.

DIGITAL TRANSFORMATION

10.55am



Keynote speaker:

**MICHELLE
OVENS CBE**
Founder, Small
Business Britain

PANELLISTS



Melissa Snover
founder, Get
Nourished



Pete Oliver
Managing Director,
SME at BT

11.25am

PANEL: Hype vs Reality: discovering the real digital opportunities for businesses

Digital transformation is no longer a differentiator – it's a must-have for every business. But every digital journey is different, so how can you make sure you're taking the right steps for your business objectives? Our panellists look at the vast landscape of digital transformation, exploring emerging technologies and must-have digital offerings.

- **Believe the hype:** how new technology is really transforming business operations
- **Acting with agility:** how to adapt to customers' evolving digital demands
- **Fad or failsafe:** choosing the right digital transformation journey for you



Biplab Rakshi
MD, Atomic
Acquisitions



Kim Antoniou
Co-founder, Kafoodle
and CEO and Founder,
Auris Tech

TALENT AND REGULATIONS

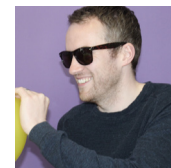
12.05pm



Keynote speaker:

SUNNY DHAMI
Senior Director, EMEA
Product Marketing &
GTM, RingCentral

PANELLISTS



Matthew Phelan
Co-founder, The
Happiness Index



Joanna Dai
Founder and CEO, Dai

12.35pm

PANEL: Workforce expectations are changing: how to adapt to the new normal

The last year has brought enormous upheaval to the UK's workforce, with a permanent increase in flexible working and a rising focus on mental health and wellbeing in the workplace. Here, our panel look at how businesses are adjusting to this new climate, from the logistical challenges of managing remote work to the shifting expectations around employee welfare.

- **Wellbeing and mental health in the workplace:** a new perspective
- **Managing communication:** engagement and productivity alongside flexible working
- **The generation gap:** understanding what drives different age groups
- **Keeping talent:** rewards and perks in the workplace

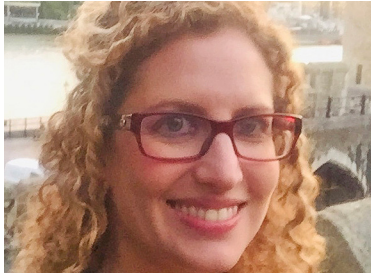


Rachel Carrell
CEO & founder
Koru Kids

DAY 1 - CONTD.

FINANCIAL MANAGEMENT

2.05pm



Keynote speaker:

SYMMIE SWIL
Head of SME Banking,
Starling Bank

PANELLISTS



Lucy Mullins
Co-founder,
StepLadder



Richard Bearman
Managing Director,
Start Up Loans

2.35pm

PANEL: Reality check: getting money into your business when you need it

Whether your business is back in growth mode, or still weathering the economic storm, finding the right source of finance for your needs is crucial. But with so many options available, how can you make sure you're making the right decisions for the long-term financial health of your business? In this session, our panel talk us through the options and the factors that influenced their decisions – and the challenge to businesses in the here and now.

- **Thinking creatively about finance**
- **Decision making:** making the right choice
- **Financial health:** short-term solutions vs long-term goals
- **Bounce-back loans:** what next?



Catherine Young
Founder, ThinkRoom



Gary Turner
Co-founder, Xero

OVERSEAS EXPANSION

3.30pm



Keynote speaker:

**CARL STEPHEN
PATRICK HUNTER OBE**
Chairman Coltraco
Ultrasonics

PANELLISTS



Kerstin Robinson
Co-founder, Nix & Kix



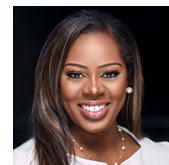
Natanel Bigger
CEO, Monpure

4.00pm

PANEL: Boots on the ground or eye in the sky?

Is it always necessary to have a physical presence in the region you're expanding into? Our panellists unpick the old advice that a successful overseas expansion needs boots on the ground to work, and the opportunities now available to business to manage their international expansion differently.

- Growing your business without a global workforce
- Planning vs responding to opportunity
- Pros and cons of expanding through third-party partnerships
- Global trade and the digital economy



Rashida Abdulai
Founder and CEO
Strand Sahara



Anna Morsa
Group Commercial
Director, Genuine
Solutions Group

CONFERENCE AGENDA

DAY 2 - FRIDAY 12 MARCH

9.15am



Opening remarks by
OLI BARRETT
the event host

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Co-host

Commercial Business and Technology Editor at News UK and a regular feature writer for The Times, Sunday Times. Hannah is also the host for the The Times CEO Summit and Launch Editor of Elite Business.

COMMERCIAL BUSINESS GROWTH

9.30am



Keynote speaker:
LARA MORGAN
Entrepreneur

PANELLISTS



Eric Partaker
Co-founder, Chilango



Jas Bagniewski
Founder, Eve Sleep

10.00am

PANEL: Planning and reacting: going for growth in a changing world

It's not an easy time to grow a business, but the opportunities are there for entrepreneurs who are ready to take them. Here, our panel share their stories of adaptation and resilience – from reacting to challenges to maintaining ambitious growth plans in adversity – and how it is possible to be a force for good in a tough climate.

- **All change:** what to do when your commercial growth strategy hits a roadblock
- **Adapt to evolve:** how changing course can be a big opportunity
- **Mindset and growth:** how positive leadership is crucial to driving your business
- **Good growth:** making a difference and a commercial success



Abbie Morris
Co-founder and CEO,
Compare Ethics



James Davidson
Founder, Tails.com

DIGITAL TRANSFORMATION

10.55am



Keynote speaker:

CHIEU CAO
Co-founder, Perkbox
and founder, Mintago

PANELLISTS



Jenni Young
CMO, Tappit



Billie Quinlan
CEO & Founder, Ferly

11.25am

PANEL: Exceeding customer demand: expectations vs innovation

The last year has proven that digital transformation is no longer a great differentiator: it's a necessity. So how can businesses innovate to offer their customers something truly exciting? Our panel discuss the opportunities available, from customer-centric digital offerings to exciting transformative technologies.

- **Meeting customer demand:** the first step in any digital journey
- **Online experience:** building reviews, trust scores and online services into your digital strategy
- **Above and beyond:** using digital to surprise and excite customers
- **Competitive edge:** digital transformation that's right for your business and your audience



Gareth Owen
co-founder, ROAST
and MD, TIPI Group



Jay Richards
founder, Imagen

TALENT AND REGULATIONS

12.05pm



Keynote speaker:

CHARLIE MULLINS
Chairman & Founder,
Pimlico Plumbers

PANELLISTS



Valerie Mann
Director, People at Elder



Noel McGonigle,
HR Director, Savills

12.35pm

PANEL: Talent, anywhere: broadening skill search horizons

Is it time to think differently about global talent? With the growth in work from home culture, an increasing number of corporates are expanding their global skills search and employing remote-working talent across the globe. Is it an option for SMEs, and what are the opportunities it brings to businesses?

- **The changing talent landscape:** what it means for UK businesses
- Finding the skills you need in a global, or pan-regional, setting
- **Managing remote teams:** overcoming the challenges
- **Rewarding a diverse workforce:** the importance of tailored perks



Kate Cox
Chief Marketing
Officer, Moneypenny



Akshay Ruparelia
Founder and
Managing Director,
Doorsteps.co.uk



Scott Mullins, CEO,
Pimlico Plumbers

FINANCIAL MANAGEMENT

2.05pm



Keynote speaker:

CIARAN O'DONNELL

Founder, The Virtual FD

PANELLISTS



Victoria Prew
CEO & co-founder, Hurr



Phil Hobden
Head of Education,
Capitalise

2.35pm

PANEL: Putting a figure on it: the importance of forecasting

Financial forecasting is difficult at the best of times, but it's even more of a challenge against the background of economic uncertainty. In this session, our panellists discuss the importance of forecasting, and how to balance realistic expectations and ambitious goals as you grow your business – as well as finding the funding to support your ambitions.

- **Flexible forecasting:** financial planning for every eventuality
- **Finding funds:** driving forecasts with the right finance
- **Right move, right time:** making the right decisions for your business



Paul Conway,
Director of Growth
for New Business
and Partnerships,
Bottomline



Deri Llewellyn-Davis
Founder, BGI Group

OVERSEAS EXPANSION

3.30pm



Keynote speaker:

ALLYSON STEWART-ALLEN

Chief Executive at
International Marketing
Partners LTD

PANELLISTS



Chris Forbes
Co-founder, The
Cheeky Panda



Anthony Goodwin
Founder and
Chairman, Antal

4.00pm

PANEL: Spotlight on...Asia Pacific

The region has been pushed as a significant trade opportunity for businesses post-Brexit, but how can British businesses grasp the opportunities and make the most of what the region has to offer? Here, our experts look at the governments trade deal and how it's shaping our trade with the region.

- **Risk vs reward:** Asian expansion in a challenging global climate
- **Demand for British business in Asia-Pacific:** is it the right option for your offering?
- Identifying barriers and how to overcome them
- **Understanding Asia-Pacific markets:** cultural, linguistic and legislative challenges



Nohman Ahmed
Co-founder, Crep
Protect



Arne Mielken
Managing Director of
Customs Manager Ltd