

Our
future.
It's in
our hands.

The Business Conference for the East Midlands - “a flourishing region”



Wednesday 1 October 2008

East Midlands
Conference Centre
Nottingham



Pete Waterman OBE



Emma Harrison



Tim Campbell



Matthew Amroliwala

Welcome

The East Midlands - “a flourishing region”

In the current economic climate, ensuring that your current and future workforce have the necessary skills to make your business productive and profitable should be a top priority for forward-looking businesses across the East Midlands.

There is a strong body of evidence that shows the link between a well qualified and skilled workforce and business performance. Our region has been described as being in a ‘low pay, low skill equilibrium’, with a lower than average proportion of the workforce possessing higher level qualifications and an above average proportion with no qualifications. This places businesses in the region at a competitive disadvantage.

The Government’s flagship service, Train to Gain, is there to support businesses to ensure their staff are qualified and competent as assessed against national and international standards and delivers skills solutions to business at a time and place to suit your needs. The service gives you access to:

- impartial, expert advice;
- high quality, flexible training through a network of quality assured providers;
- staff development subsidies (in full and in part);
- wage cost support (for those with less than 50 employees);
- access to leadership and management support; and
- access to pre-employment support for new entrants to the workplace

Research indicates that employers in the East Midlands are investing in their workforce and spend around £234 million a year on training their staff (including direct and indirect costs of training) to become more competitive against the background of an ever-changing and increasingly challenging business climate. Investment in training and skills development is critical part of remaining ahead of the game, yet tends to be the first cost a business looks to cut in tight economic conditions.

The Learning and Skills Council and its partners, here today, have over £252 million to invest in the development of skills within your workforce that can help businesses raise productivity, improve their ability to compete in global markets, create new employment opportunities and build a more sustainable economy with better quality jobs for all.

This conference offers you the opportunity to hear from some national business celebrities who will share their own personal experiences of developing skills and knowledge, and the impact of skills on their industry.

You will have the opportunity to network and share best practice with organisations from across the region, will leave with new ideas, the knowledge and contacts to take your business forward and importantly that you are able to benefit from the public funds available to support making your business a success through the development of your workforce.

Skills means business!



Karen Woodward
REGIONAL DIRECTOR OF SKILLS
LEARNING AND SKILLS COUNCIL

Agenda

- 9.00 **Registration, refreshments served in the Banqueting Suite**
- 9.30 **Open and Keynote
Matthew Amroliwala**
- Welcome by Phil Hope MP,
Regional Minister for the
East Midlands**
- Keynote Tim Campbell**
- Q & A**
- 11.00 **Refreshments & networking
in the Banqueting Suite**
- 11.25 **Seminar 1**
- 12.35 **Lunch in the Banqueting Suite**
- Book signings**
- 1.35 **Keynote Emma Harrison**
- Q & A**
- 2.25 **Seminar 2 and Refreshments**
- 3.30 **Keynote Pete Waterman**
- Q & A**
- 4.30 **Conclusion & Close
Karen Woodward, LSC**

This conference would benefit most businesses, based in the East Midlands, who employ more than 25 employees

Places for this conference are limited and we would therefore like to ensure that delegates who register are available to stay for the whole day. Please note that this conference is free, however delegates who fail to attend without a minimum 5 days prior notice will be charged an administration fee of £50 + VAT.

Keynote Speakers



Pete Waterman OBE

A late developer who couldn't read until he was thirteen, Pete started his working life as a fireman in Wolverhampton in 1961. He subsequently worked as a gravedigger and for General Electric, where he became a shop steward aged 19. As a boy, born in 1947 amidst the war-shattered ruins of Coventry, he had sold coal from the back of a pram to augment the family income. Inspired by the partnership of Lennon & McCartney, Tamla Motown and Buddy Holly, he started writing songs. He couldn't get enough of the songs he wanted to hear.

His efforts have led to an amazing string of 22 number one hits - more than Elvis Presley. Pete produced or promoted more than 200 hits with artists including Kylie Minogue, John Travolta and Rick Astley. Drawing parallels with the pop industry, Pete believes success in any enterprise is dependent on the ability to innovate and fully to commit yourself. From studios on London's South Bank Pete Waterman runs an operation that seeds the pop charts of two continents with new talent. At 60 he looks keen and fit and clearly thrives on what he does.



Emma Harrison

Emma Harrison grew up in Sheffield, attending a local comprehensive school where she demonstrated her entrepreneurial flair by running an illegal tuck shop. By her own admission Emma was a rebel at school and did not achieve fantastic exam results. While Emma was at University, her father founded the Industrial Training Agency to provide training to those made unemployed by the closure of the local steel works. After graduating Emma's father left her to run his business, he had no idea he was launching one of the UK's most formidable women entrepreneurs. Her big break came when her father asked her to join his small industrial training business "you come on board and I'll teach you everything you need to know about running a business in 18 months." Emma only got two weeks of the promised 18 months training. "You seem to have got the hang of it," he said, and moved to Germany.

Within a year it was turning over £1million, Emma then took the decision to walk away from the business and start again from scratch. 1991 saw Emma founding A4e Ltd to deliver social change on behalf of the Government. Managing £300m of Government contracts, A4e now employs 1,500 staff in offices nationwide and Emma anticipates that A4e will more than double in size over the next two years.



Tim Campbell

In 1997 Tim went to Middlesex University where he gained a 2:1 in a Psychology degree. Campbell started working as a trainee Human Resource recruitment consultant for the London Underground in 2000. In 2003 he was appointed Marketing Project Manager for the London Underground where he worked on a major project improving Kings Cross and the Channel Tunnel station facilities. Tim began to feel unchallenged in his job and started to look for new challenges. When a close friend sent him a web link to apply for the BBC show The Apprentice in June 2004 he jumped at the chance! By September Tim had been accepted to take part in The Apprentice and started filming the shows in November where he commenced his employment at Amstrad. Consequently, in April 2005 it was announced that he had won the show and was awarded a £100K salary.

Tim was appointed by Sir Alan Sugar as the Project Director for Amstrad's health and beauty division, Integra. Tim has recently left Amstrad to start his own male grooming business. He says that Sir Alan had been "inspirational" and taught him "how to take risks" and, more importantly, "he has built my self-confidence and taught me practical skills that have helped me to look at new challenges."



Matthew Amroliwala

Matthew has been one of the main presenters on BBC News24 for the last ten years. He is also a regular face, presenting news bulletins on BBC1 on the weekends. He has anchored some of the biggest stories covered by the BBC in recent years - the Asian Tsunami, the Hutton report, 9-11, the Concorde crash, and the Iraq war, as well as charring political debates and discussions on a range of issues. More recently he was the main presenter on London July 7 Bomb Attacks. He presented rolling news on BBC1, as the story unfolded, for six hours that day.

Prior to 1997 - Matthew was a news correspondent, a political correspondent and foreign correspondent, over a period of eight years, reporting from Northern Ireland in the run-up to the ceasefires, reporting from Bosnia during the Balkans conflict, as well as stints in Westminster, Washington and New York. He has also made several documentaries for BBC2, and presented a 12 part series, on innovations in science, for the Discovery Channel. He has just been appointed to present Crime Watch with Kirsty Young.

Seminars

Getting the most out of your people

This session will introduce you to why training sometimes doesn't work, the importance of Emotional Intelligence for effective performance, teamwork and motivation, how to develop your people for sustainable progress, productivity and performance.

Did you know that a major factor in your business and life success is your Emotional Intelligence? In fact, studies of star performers show that 85% of what sets them apart from average performers is superior EI skills. This seminar will demonstrate how our 3 brains work and the role attitudes play in how people think, feel and perform. If you really want to make the most of your people/talent, then this is a seminar for you.

Delivered by Lisa Spencer-Arnell

Lisa is an Executive Coach, Facilitator and Author (Emotional Intelligence Coaching, Kogan Page - release date Jan 09) and will share her experiences of working with a wide range of organisations in the UK, Europe and the Middle East.

Skills Means Business!

There are many challenges when you're in business, but the skills and qualifications of your workforce possibly does not appear to be top of the list!. However, there is a strong body of evidence that links the success of the business to the skills and qualifications of its workforce.

How clear are you on the existing skills or qualifications of your staff to do the job you're expecting of them? Even if you think your staff are not fully competent, do you know how best to go about improving their skills? Who can you contact that you can trust to give you the advice you need? What does it take and importantly how can you afford it?

Did you know that there is over £252 million available within the region to help fund the development of your existing workforce and support to help you recruit new people and train them. This workshop will introduce you to the services and funding available to you from the Learning and Skills Council and its partners, to improve the skills of your staff and your business performance – even in this current economic climate. We can even help you access support of an independent and impartial broker, at no cost to you, that will help you find the right solution to meet your needs – so you don't have to do all the hard work!

The business benefits are numerous and include high levels of return on investment from increased productivity; less wastage; improved staff retention; lower recruitment costs and fewer accidents. Support and funding is available to businesses of all size and sectors!

So to access the support available to you through the Train to Gain service, book onto this workshop. You can't afford not to!

Delivered by Tim Campbell and Karen Woodward.

This seminar will be ran by the most famous of Apprentices, Tim Campbell, Sir Alan Sugar's first Apprentice and Karen Woodward, Director of Regional Skills, LSC East Midlands.

Tendering, Procurement and London 2012

This seminar will give you an insight into how your business can win a share of the £125 billion spent annually by the public sector. The purpose of this seminar will be to challenge the myth that tendering in the public sector is only for 'big' businesses and further your knowledge and understanding of public sector procurement. To help illustrate this the London 2012 Olympic Games and Paralympic Games will be used as a live case study.

The 2012 Games will be the biggest event staged in the United Kingdom and the East Midlands is committed to maximising the benefits from them. This seminar will give you an insight into how London 2012 is advertising contracts and opening up private sector supply chain opportunities for small and medium-sized businesses. The session will focus more specifically on CompeteFor, the online service that matches businesses to relevant London 2012 opportunities, exploring how to use the system and how businesses can benefit from using the system, including how the Business Link service in the region supports and complements CompeteFor.

Delivered by representatives from East Midlands Development Agency.

Formula for Success

The Formula for Success seminar is about understanding and developing your own personal formula, which works for you in order to facilitate business success. Certain key idiosyncrasies are common to us all, however to be successful you must learn to recognise your own characteristics, nurture them and develop them into a successful business formula.

However, you must also be conscious that for every positive habit, negative ones also exist and these have a habit of sabotaging all of your best efforts. Understanding and forming good habits will help you stay focused and make decisions in cement not in sand. This seminar will address what those common disciplines are and how to recognise them, so that you can overcome your fears and uncertainties in business by developing the habit of confidence.

"Everything you want is on the other side of fear. Our greatest excuse for not taking action today is that we believe we don't have what it takes to make it tomorrow".

Delivered by Sharon Roberts

Sharon is a successful entrepreneur, published author and Managing Director of two highly successful International Consultancy Businesses that delivers innovative business solutions. In 2007 Sharon's company Vision won 'Best Employer' of the Year Award.

You must register to attend this conference, please complete the attached or on-line booking form @

www.kc-jones.co.uk/business08

Conference Hotline: 01332 227770

Once again places for this conference are limited and we would therefore like to ensure that delegates who register are available for the whole day. Please note this conference is free, however delegates who fail to attend without a minimum 5 days prior notice will be charged an administration fee of £50 + VAT. Please note places are confirmed at the discretion of the sponsor.

This FREE event is funded by the Learning and Skills Council East Midlands, supported by Business Link, East Midlands Development Agency, East Midlands Chambers of Commerce, Jobcentre Plus and EMQC Ltd, and endorsed by CBI East Midlands.