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## **Dragon and Badger Follow Ratner to East Midlands Business Conference**

It's not every day that a badger and a dragon get together, but that's exactly what delegates at a free business conference organised by the Learning and Skills Council East Midlands will enjoy on November 26<sup>th</sup> at the East Midlands Conference Centre in Nottingham.

Ruth Badger, star of reality TV's *The Apprentice* and Doug Richard of *Dragon's Den* fame are joined on stage by entrepreneur Gerald Ratner, the man infamous for his high profile gaffe in which he described some of the products sold in his jewellery stores as 'total crap'. Each describes first hand how they have coped with setbacks, how they win business and the importance of their working relationship with their staff.

Karen Woodward, Regional Director of Skills, Learning and Skills Council East Midlands, says: "These personalities are widely recognised and admired within business for their achievements and their ability to bounce back from adversity. We wanted people that were instantly recognisable to speak at our free conference which is open to employers across the East Midlands, because we want employers to invest their time to attend.

"What they'll get in return is a series of compelling presentations that we hope will inspire them in their day-to-day activities. There's also the opportunity to access significant

business support, as well as informal networking and sharing best practice with other organisations. All in all, it should make for a hugely worthwhile day.”

A series of break-out seminars will run throughout the day. Each will be led by further personalities including Nigel Crouch, a past senior marketer with Cadbury Schweppes and board member of Reckitt and Coleman; Judi James, Channel 5's 'Naked Celebrity' and a leading TV expert in body language, social behaviour, image, relationships, workplace culture and communication skills; and Geraint Davies, an expert in conflict resolution learned at the sharp end as a police officer and applied to the business environment.

This free event is titled 'The Business Conference for the East Midlands' and kicks off at 09.30 at the East Midlands Conference Centre in Nottingham, closing at approximately 16.30. Numbers are limited and available on a first come, first served basis. Places can be booked at [www.kc-jones.co.uk/business](http://www.kc-jones.co.uk/business) or on the conference hotline 01332 222770.

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**Notes to Editors:**

**Learning and Skills Council**

- The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers. Visit [www.lsc.gov.uk/inourhands](http://www.lsc.gov.uk/inourhands)