

## PRESS RELEASE

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### Business breakfast to give food for thought on Success in Peterborough

Employers in Peterborough are invited to attend a breakfast meeting on Wednesday 7<sup>th</sup> May to find out more about improving business performance and gaining business funding as well as learning from the experiences of successful entrepreneur Karen Darby - the guest speaker at the event.

The 'Success in Peterborough' breakfast meeting will take place between 7.30am and 9.30am at the Emperor Suite of the Peterborough Marriott Hotel. The meeting, organised by the Learning and Skills Council's Train to Gain initiative, will interest Peterborough employers from all sectors who want to:

- Increase performance, productivity and profitability
- Gain an understanding of the current and future labour market needs in a global economy
- Examine what support and funding is available for businesses
- Receive unbiased, high quality support and advice on training

The meeting will include a presentation by guest speaker Karen Darby, a serial entrepreneur who has been a leading figure in the call centre industry for over 25

years. Karen's first company, The Decisions Group, grew to become the third largest telemarketing bureau in the UK.

Karen's most recent enterprise Simply Switch, the telephone and web based price comparison service, was sold to DMGT for £22m. Simply Switch, initially set up with venture capitalist backing, has created over 100 jobs in a deprived area and has helped thousands of consumers save over £20m on their household bills.

At the meeting Karen will share her experiences and offer insight into running a successful business. The presentation will include Karen's views on the highs and inevitable lows of running a business and her experiences of dealing with set backs and turning them to her advantage.

Dr Jon Nay, Area Director of Cambridgeshire Learning and Skills Council, said: "I urge all businesses in Peterborough to attend this event. Karen Darby is an extremely successful and inspiring entrepreneur and we are delighted she has agreed to be our guest speaker. Employers should not miss out on the opportunity to hear about Karen's experiences and to tap into the expertise which has made her one of the country's most successful business women."

To book a place at the breakfast meeting visit: [www.alivecom.co.uk/events](http://www.alivecom.co.uk/events) or call the events team on 01234 341200 or email [ali@alivecom.co.uk](mailto:ali@alivecom.co.uk)

To find out more about Train to Gain visit [www.traintogain.gov.uk](http://www.traintogain.gov.uk) or call 0800 387326.

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## Notes to editors

### Train to Gain

1. Train to Gain was launched nationally in September 2006 with the vision that by 2010, young people and adults in England will have the knowledge and skills that match the best in the world and are part of a truly competitive workforce.
2. It is currently being rolled out across the East of England, including Bedfordshire & Luton, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk.
3. The service is administered by The Learning and Skills Council and delivered by The East of England Brokerage Consortium and The Consultancy Home Counties Ltd.

**For all media enquiries, please contact Dawn Humphreys or Kirstie Richardson at Tribe on 01603 417722 or email [dawn@tribepr.com](mailto:dawn@tribepr.com)**