

## Is your business ready for the upturn?



Opened by: **The Lord Mayor of Portsmouth, Councillor Mrs Terry Hall**

We offer you a half-day event providing:

- A range of informative Seminars to support small and medium sized business
  - MP Question Time with Sarah McCarthy-Fry MP, Exchequer Secretary to the Treasury
  - Networking for business Session

### EVENT PROGRAMME

- 12:30 - 1:15 p.m. Registration and informal networking (Tea/Coffee and light refreshments)
- 1:15 p.m. Welcome and introduction of Seminar Speakers  
The Lord Mayor of Portsmouth, Councillor Mrs Terry Hall
- 1:30 - 3:40 p.m. **Seminars on:**  
**BUSINESS FINANCE**  
**BUSINESS DEVELOPMENT**  
**BUSINESS GROWTH**  
**BUSINESS SUPPORT**  
 More details overleaf
- 3:40 - 4:00 p.m. Tea/Coffee and informal networking
- 4:00 p.m. **Government Support for small businesses into the upturn**  
and  
**MP Question Time with Sarah McCarthy-Fry MP, Exchequer Secretary to the Treasury**
- 4:30 p.m. Networking for business
- 5:30 p.m. Close

With an **anticipated audience of 150 people** this event takes place on

**TUESDAY, 6 OCTOBER 2009**

**12:30 p.m. - 5:30 p.m.**

**AT**

**PORTSMOUTH TECHNOPOLE,**

**Kingston Crescent,**

**Portsmouth PO2 8FA**

**Cost: FREE**

[www.aqnetworkingforbusiness.co.uk](http://www.aqnetworkingforbusiness.co.uk)

#### SEMINAR PACKAGE 1

##### **BUSINESS FINANCE**

**How your Accountant can help you manage and grow your business**

Mark Nolan - Alliot Wingham

**The impact of the credit crunch on banking support for small and medium sized businesses**

Bob Le Grice - HSBC

**Managing your Debtors**

Janet Watts - JLW Recovery Solutions

##### **BUSINESS DEVELOPMENT**

**Marketing on a Budget**

Gillian Woodland - Duckwood Partners

**The importance of a positive internet presence/SEO - and how to achieve it**

Aven Dawson - Vizzit Group

**Making the Sale**

John Pemberton - The Disc Directory

#### SEMINAR PACKAGE 2

##### **BUSINESS GROWTH**

**Optimising financing opportunities, managing and developing your business effectively**

David Napier - Napier Business Consultants

**The importance of brand and image to market your business**

Matthew Simmons - Snap Marketing

**Why PR is important for your business**

Kevin Briscoe - Briscoe PR

##### **BUSINESS SUPPORT**

**Outsourcing your HR Function, being an employer without the worry**

Laura Davis - HR Solutions 4U

**Is your IT holding you back?**

Giles Cleverley - Syn-Star

**Business Admin - getting your life balance back!**

Essandelle - Your Virtual PA

## BUSINESS FINANCE

### How your Accountant can help you manage and grow your business

#### Mark Nolan - Alliot Wingham

Do you think of your Accountant as a key member of your business team? Many small business owners see their Accountant as only being there to just deal with the financial nuts and bolts - such as certified accounts at year end, Tax Returns and payroll. In taking that approach they miss out on the opportunity to take advantage of the expertise available to them to combat negativity and lost direction as well as the chance to re-focus and grow their business. Mark Nolan of Alliot Wingham brings his expertise to the fore in discussing the support small businesses can obtain from their Accountants through a variety of measures, as well as ensuring that you *legally* minimise the amount of income tax you pay!

### The impact of the credit crunch on banking support for small businesses

#### Bob Le Grice - HSBC

In the current economic climate the support provided by any bank for its business customers is crucial - but it isn't a one-way street! Our guest speaker from HSBC will give an insight into how the banking structure, in terms of their ability to lend to small and medium sized businesses, the requirements placed on those businesses when approaching their bank for support and the impact of government directives play their part in business plans.

### Managing your Debtors

#### Janet Watts - JLW Recovery Solutions

Do your clients/customers owe you money and is your cash flow affected by late payers? Many small business owners find managing debtors a difficult task that is emotionally challenging as well as onerous and time consuming. With a commercial history specialising in debt collection Janet Watts brings a practical and no-nonsense approach to managing your debtors without employing the services of the heavy squad!

## BUSINESS DEVELOPMENT

### The importance of a positive internet presence/SEO - and how to achieve it

#### Aven Dawson - Vizzit Group

Do you have a website that no-one can find or, just as ineffective, one that doesn't let prospective customers know clearly what you do? Even worse, do you not have an internet presence at all? Aven Dawson shares his expertise with you to help you understand how to get the most out of your website through positive design and build and talks you through a basic understanding of Search Engine Optimisation - what it is, how it works and what you need to do to achieve it.

### Marketing on a Budget

#### Gillian Woodland - Duckwood Partners

Marketing and limited budget - not usually words uttered in the same breath! Gillian Woodland of DuckWood Partners brings her expertise to bear in identifying the most cost effective ways that small businesses can use to promote their market offering. Among the topics covered will be selecting marketing activities to cause potential clients/customers to *buy from you*; promoting your USP, avoiding inappropriate (and expensive) campaigns and competitor awareness.

### Making the Sale

#### John Pemberton - Disc Directory

Do you put lots of effort into marketing your business really well and then struggle to close the sale? John Pemberton brings a wealth of commercial experience to bear in talking about sales techniques for diverse markets, for example he sold Welsh cheese to Chile and a package of over £1M of multimedia training to the RAF. He will discuss among other things, putting the customer in the right frame of mind to buy and how to sell using tools such as websites, testimonials, leaflet drops and advertising.

## BUSINESS GROWTH

### Optimising financing opportunities, managing and developing your business effectively

#### David Napier - Napier Business Consultants

Managing the working capital for any business requires thought and planning - especially in the current economic climate. David Napier explores the options for structuring cash flow requirements by increasing profits, cutting costs and injecting cash now, if that is appropriate, so that your business not only survives the crunch but ensures your business is financially fit to take advantage of the upturn. David will also explore the options to manage and develop your business effectively.

### The importance of brand and image to market your Business

#### Matthew Simmons - Snap Marketing

Do you appreciate that in reality, (and don't let any salesmen tell you otherwise!) people make a choice to buy your products. The truth is that no-one has ever sold a product against a buyer's will. Why - its called trust. Successful salesmen build this with the buyers, with their products and their company - we call it Branding. Hear directly from the Matthew Simmons of Snap Marketing about how to develop and build your brand to develop buyers trust in your company and to sell more products and at higher profits.

### Why PR is important for your business

#### Kevin Briscoe - Kevin Briscoe PR

Are you getting your message across to your existing customers and your potential customers? Public Relations is the cost-effective way of getting exposure for your products and services in an authoritative and consistent style that builds awareness and familiarity with what you do and how you do it. It's not just about putting out a press release - find out about the wider PR techniques that are focussed on driving business and making a difference to the bottom line. Find out what you can do to build your own PR profile.

## BUSINESS SUPPORT

### Outsourcing your HR Function, being an employer without the worry

#### Laura Davis - HR Solutions 4U

How often have you heard someone say that their biggest concern is managing people? For companies employing anything up to 250 staff, managing the Human Resources functionality is often complex, challenging and, without the right expertise, a potential legislative minefield that can prove costly if it is done incorrectly - or worse, not done at all. The rôle of HR Manager in small companies is rarely undertaken by a specialist, providing the opportunity for failing to maximise on the cost effective management of HR related issues, reduction of sickness absence and wastage of key personnel. Laura Davis brings her expertise to the table to discuss the benefits of outsourcing the HR functionality for small businesses, together with some tips and advice for the small business manager on managing people effectively from an HR perspective.

### Is your IT holding you back?

#### Giles Cleverley - Syn-Star

Does your computer drive you mad? Giles Cleverley brings his expertise to the table in helping you understand what you need to do to make your computer your friend instead of your enemy! Covering the basics of housekeeping, firewalls, anti-virus software and that all important data backup, he will also discuss desktop versus laptop, custom versus off-the-shelf build, MAC or standard PC, minimising repair costs and much more.

### Business Admin - getting your life balance back!

#### Essandelle Your Virtual PA

Are you working 'in' your business instead of 'on' your business? Every small business has some level of administrative work to be done, often by sole traders whose expertise lies in an entirely different direction and who also cannot financially justify having an employee to undertake that functionality. As a consequence the admin is either something done to timescale but considered to be a true burden, or it is left to the last task of the day and may not always get done. Teresa Plummer discusses how outsourcing the routine administrative functions has a large and wide ranging number of benefits from professionally presented documents to getting your life back!