

fsb⁵⁰

free
to
attend

FSB Regional
Awards
Celebration

BUSINESS

B   **TCAMP**

Make Your Business Soar

Check-in: **9:30am**

13 March

Future Skills Centre

Exeter College

Exeter EX5 2LJ

Contents

Programme	3
How to get to Future Skills Centre	4
Sponsors	6
Speakers	7
Host	13
Exhibitors	14
FSB Awards	18

Programme

- 9:30am** Check in (venue opens)
- 10:00am** Boarding (event begins)
Welcome from Ruth Lambert, FSB
Mike Blakeley, Future Skills Centre
Welcome and *Closing the Skills Gap*
- Tracey Smith, Capita
Fully Funded Midlife MOT Programme for Devon and Cornwall Employers
- Jonathan Keable, Business Strategy Group
Innovate to Elevate: Unleashing Tomorrow's Success Today
- Louise Marsh, fyio
From Idea to Stratosphere
- 11:00** Comfort break
- 11:15am** Scott Grenney, Eddystone Media
Engage, Attract, Grow: Build a Thriving Online Community for your Business
- Becky Craven, professional photographer
How to Land First Class Photos on your Smartphone
- Susanna Boccaccio, Brilliant Trees Media
Video like a TV Pro
- Jon Iacomino, Your Partnerships
"Check-in" for Networking Success
- Closing words
- 12:45pm** FSB Awards Presentation | In-flight meal
Sponsored by FSB Insurance
- 2:30pm** Event close



WELCOME TO THE FUTURE SKILLS CENTRE

ON-SITE FACILITIES:

- **Onsite café open from 08:00 to 3:30 pm**
- **Free car parking**
- **Covered Bike Parking**
- **Vending machine**

All areas of the Future Skills Centre are accessible. We have designated accessible parking areas, facilities for visually impaired visitors and guide dogs are welcome on site.

Smoking is not permitted.



BY BUS

The 4A & 43 buses run regularly from Exeter City Centre to directly outside the Future Skills Centre.



BY CAR

From Exeter, take the A30 towards Honiton, then the B3184 exit. At the roundabout, take the 2nd exit onto B3184 following the airport signs. Turn left at Exeter Airport. You will drive past Exeter Aerospace on your left. You're now on our brand NEW road! Take the next right to reach the Future Skills Centre!.



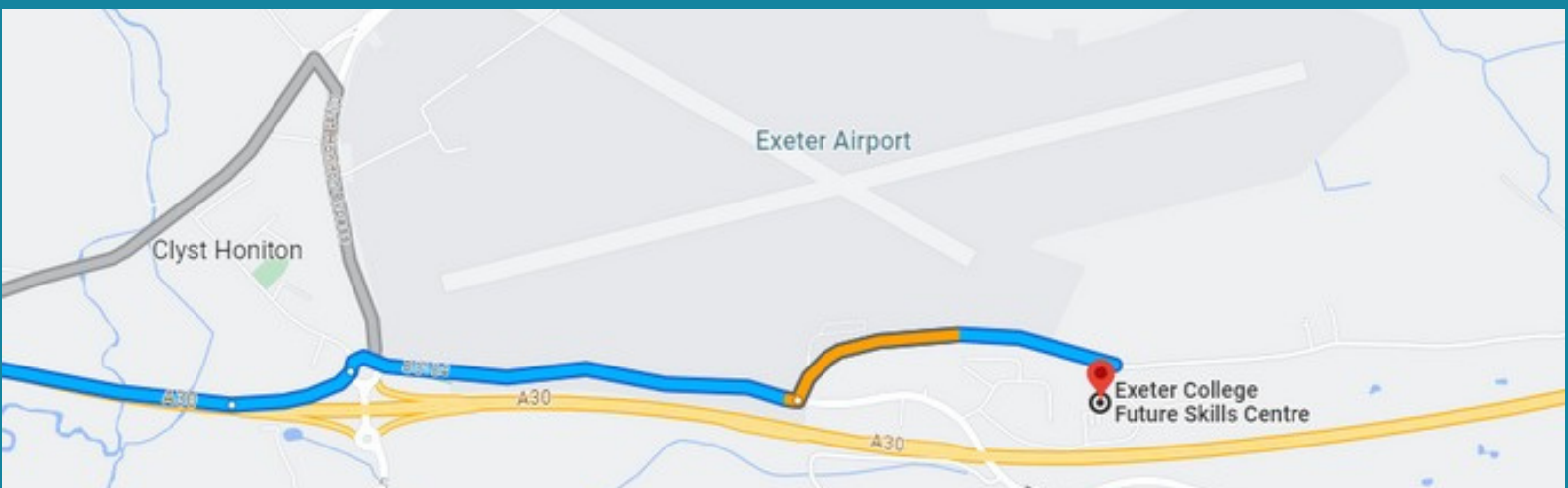
BY TRAIN

From St David's train station, Exeter's mainline station, you can travel to the Future Skills Centre via taxi. We are just 7 miles away from the station, and a short taxi journey will cost approximately £20 each way. A taxi rank is located at the front of the station.

HOW TO FIND US

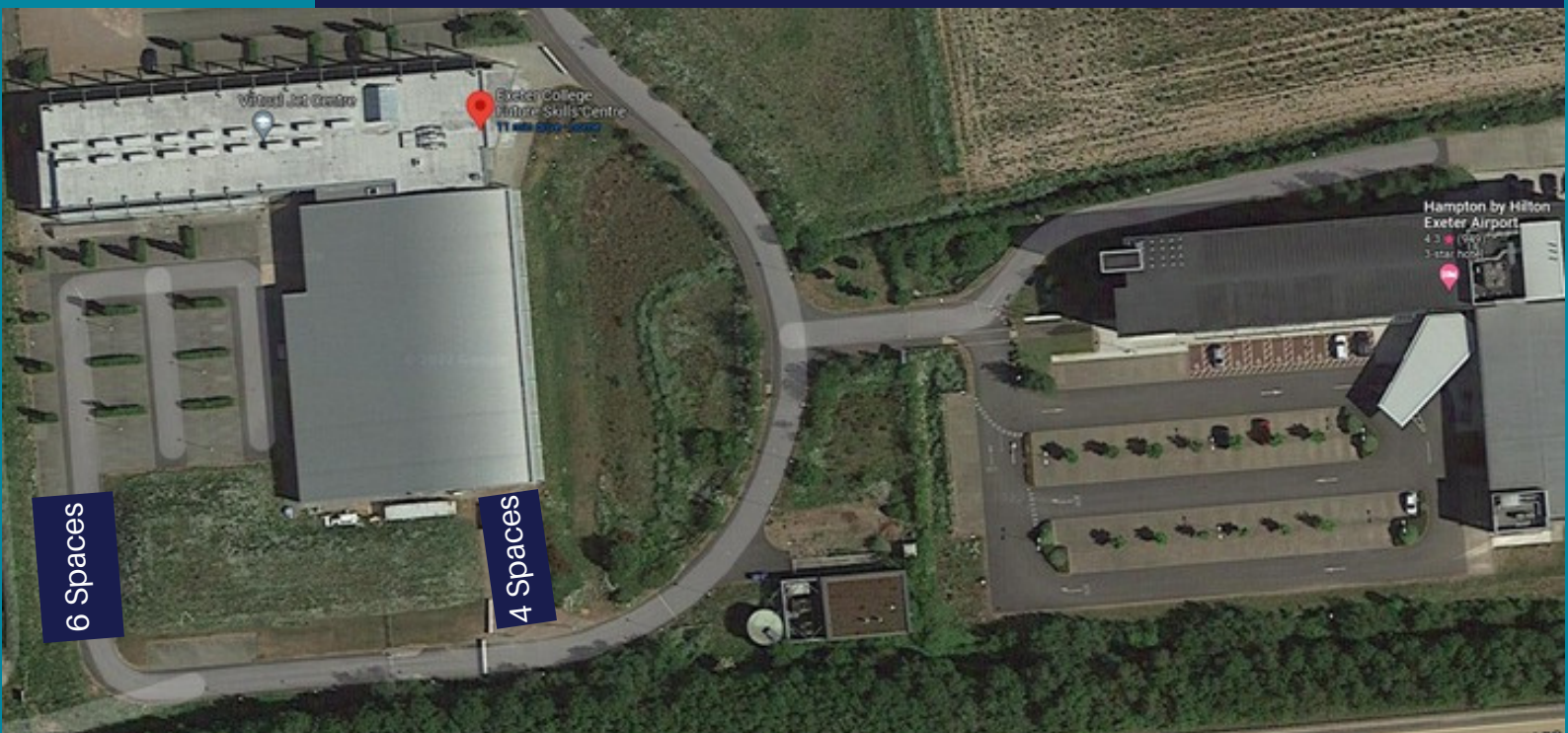
**Future Skills Centre
Exeter College
Exeter Airport Industrial Estate
Exeter, EX5 2LJ**

*When using a sat nav please ensure you follow directions for a full address to the Future Skills Centre, or nearby property Hampton By Hilton, as the post code will take you to the centre of the industrial estate. We recommend following our map and video for directions.





OVERFLOW CAR PARKING AT THE FUTURE SKILLS CENTRE



From the Hampton by Hilton turn left and follow the road to the rear of the FSC. 4 Spaces are available on the gravel outside of our Simulator Hall. A further 6 spaces are available on your right-hand side, without the need to enter the car park.

If these spaces are taken, press the buzzer to get through the rear barrier, and someone will open the barrier for you.

Use of the FSC Car Parks is at your own risk. We will not accept any liability for loss or damage to your vehicles, or items left within the vehicle.

Exeter College Future Skills Centre
Exeter Airport Industrial Estate
Exeter, EX5 2LJ
01392400996

Sponsors

Capita, in partnership with [Switch Lifestyles](#) is applying its expertise in Pension Solutions to deliver this Midlife MOT programme.

As the UK workforce gets older, it is vital for employers that employees in their 40s and 50s have the tools and confidence to manage their finances, skills, and health. A considerable proportion of the UK workforce are not prepared well enough for their future and with the right support, guidance, and planning tools, could improve their financial, work and wellbeing outcomes.

To address these challenges, since June 2023, the Department for Work & Pensions has been funding a 2-year pilot programme, "Midlife MOT", to support employees aged between 44-56 in Devon and Cornwall.

The Mid Life MOT is designed to support all employers, from self-employed individuals, micro-businesses and SME's to larger organisations.

 [Kelly Eames Morris](#)

 [Tracey Smith](#)

 [Louise Prestwich](#)



Midlife MOT



The Future Skills Centre is a fully refurbished conference, events and training venue. Facilities include an Executive Boardroom, Conference Suite, meeting and training rooms and five-star service.

The Future Skills Centre is also a specialised aviation and digital skills training facility, providing the region with training for high-tech jobs in engineering, digital, construction and clean growth.

Exeter College currently offer a variety of Professional Adult Learning courses delivered from the Future Skills Centre, with access to an Independent Study Centre, IT suites and a state-of-the-art engineering workshop.

 [/future-skills-centre-exeter](#)

Speakers

 [/businessstrategygroup](#)

 [/jonathan-keable](#)

 [@JonathanKeable](#)

Jonathan Keable Business Strategy Group

Innovate to Elevate: Unleashing Tomorrow's Success Today



Has your business delivered on your initial expectations?

By increasing the value of your business you have the option to keep it, grow it, pass on to a family member or sell it. Jonathan will cover the 7 drivers to focus on to have a business that delivers on those reasons you first came into business for.

Jonathan has experience of returning 5 multi £million businesses from a loss to record profits before starting the Business Strategy Group Ltd which offers HR, Marketing & Consultancy support to businesses.

Find out about:

1. Benefits of a Business Plan
2. Market Visibility
3. Improving your customer score
4. Business & Market Strategy
5. Financial & Growth Performance
6. The Switzerland Structure
7. Making your business attractive

Speakers

 /fyioapp

 /louise-marsh-767729160

 /fyio

 @fyio_app

Louise Marsh

fyio

From Idea to Stratosphere



Louise will be talking about development of a business all the way from concept, to getting investment, creating the product and taking it to market. Her product is FYIO, an app that helps resolve sending personal information through unsecured channels and storing and sharing documents simply and securely.

Louise is a serial entrepreneur. She is founder of FYIO via the music industry, as the owner of a record label, an antique dealer and life insurance protection advisor.

Having always been on the lookout for a great business idea, one day on a dog walk came the idea of FYIO app. This business is now her all-encompassing passion and the rest is history. If you want to hear more, Louise looks forward to seeing you at the FSB Bootcamp!

Find out about:

1. Raising investment
2. Building a team
3. From idea to Minimal Viable Product
4. How to store and share documents securely
5. How to use technology and apps to support your business

Speakers

 /eddystonemedia

 /scottgrenney

 @eddystonemedia

Scott Grenney

Eddystone Media

Engage, Attract, Grow: Build a Thriving Online Community for Your Business



Social Media can be daunting for small businesses, Scott will help demystify the workings behind it and give you a range of practical tips you can implement in your own business channels. It's easier than you may think!

Scott is a Digital Media Consultant, with over 15 year's experience based in Plymouth. Owner of Eddystone Media and Co-Founder of One Plymouth helping to celebrate the #BestOfPlymouth. Scott specialises in building digital communities and supporting businesses, organisations and events to thrive online.

Find out about:

1. How to be you
2. How to be social
3. Working with the flow of the social media algorithms for better results
4. Quality over Quantity
5. How regular use will gain results over time

Speakers



[/beckycravenphotography](#)



[/becky-craven-photographer100](#)



[@beckycravencreative](#)

Becky Craven

Becky Craven Photography

How to Land First Class Photos on your Smartphone



We know that a picture tells a thousand words so she'll get you more confident in creating professional-style photographs just using your smartphone. Learning to use the kit most of us have in our back pocket, our smartphone, is the quickest and easiest way to up your photography skills to promote your business. Join Becky to get an insight into planning, taking and editing photos on your smartphone.

Becky is a professional photographer and video content creator, specializing in brand building and social media growth for entrepreneurs.

Her portfolio boasts collaborations with major and boutique brands like Nestle, Chilly Bottles, Virgin and BBC. She specialises in demystifying complex technical issues and making professional-grade photographs and videos accessible to everyone, often with just your smartphone.

Find out about:

1. Why do we need good photos anyway?
2. Smartphone Essentials
3. Planning a Photoshoot with ease
4. What to photograph when you have nothing to say
5. Repurposing photos are your visual reviews

Susanna Boccaccio

Brilliant Trees Media Ltd

Video like a TV Pro



This talk will help businesses use video in their sales, communications and marketing strategies.

Susanna is currently a director of The Royal Television Society's award winning TV and video production company Brilliant Trees Media Ltd.

Based in Media City, they produce TV and video content across broadcast, corporate and social. Susanna's background in presentation and programme making, brings a wealth of experience and creativity to the projects they produce for their clients across the UK.

Find out about:

1. How to use video to help your business.
2. The benefits of Storytelling across video.
3. What is the secret key ingredient to make your videos fly?

Speakers

 [/YourPartnerships](#)

 [/your-partnerships](#)

 [/jon-iacomino](#)

Jon Iacomino

Your Partnerships

“Check-in” for Networking Success



Jon is a networking professional. As an avid networker, he is always looking to discover new businesses he can help and forge strong business relationships with. Jon will be talking about how to get the best out of networking and sharing top tips for successful networking.

Jon runs his own successful business BBX Devon as well as being a Managing Partner of the hugely successful networking group Your Partnerships.

The primary purpose of Your Partnerships is to help enhance and strengthen the best businesses and most honest people and partner these people together for a stronger network.

Find out about:

1. Top tips for successful networking
2. How to avoid common networking mistakes
3. How to present yourself with confidence

Host

The logo for FSB 50, featuring the letters 'fsb' in a bold, lowercase, sans-serif font, followed by the number '50' in a smaller, gold-colored font. The logo is centered within a white circular background.

FSB is the UK's leading membership organisation for small businesses and the self-employed.

Members have an exclusive package of great value business services and have instant access to a wealth of tools and services made for small business owners. Offering not for profit small business advice, financial expertise, support and a powerful voice. It represents members' interest through lobbying every level of government within every part of the UK.

Here in the South West, including the counties of Cornwall, Devon, Somerset, Wiltshire, Dorset, Gloucestershire and Bristol, FSB representatives work with local members to further FSB influence at a local and regional level.

Ruth Lambert FSB Development Manager



Ruth is FSB Development Manager for Somerset and Wiltshire.

As an FSB Development Manager, Ruth represents thousands of small businesses by lobbying for them locally and providing both one to one support and local events.

She regularly speaks to local media to keep the issues facing our small business community front and centre of local debate.

Exhibitors

**Federation
of Small
Businesses**

fsb.co.uk



Capita

capita.com



**Future
Skills
Centre**

fscexeter.com



**Heart of
the South
West**

heartofswlep.co.uk



Exhibitors

Petroc

petroc.ac.uk



**South West
Cyber
Resilience
Centre**

swcrc.co.uk



**Prydis
Limited**

prydis.com



**Optimum
Health
Technology**

Exhibitors

**SWIG
Finance
Ltd**

swigfinance.co.uk



**Moneywiser
Academy by
V. Stone**

msvacademy.com



**Exmoor
Distillery**

exmoordistillery.co.uk



**Parker
Andrews**

parkerandrews.co.uk



Exhibitors

South West Business Expo

southwestbusinessexpo.co.uk



Taylormade Performance & Rehabilitation

taylormaderehab.com



fyio Limited

fyio.app



FSB Awards

Congratulations to all this year's South West FSB Celebrating Small Business Award winners. They are reflective of the vibrancy, innovation and tenacity that makes up our small business community.

It's been thrilling to see so many businesses in the South West enthusiastically take part in our awards and the sheer scale and diversity of those who entered is a testimony to the vitality of the small business community in the area.

The best of luck to all our winners for the UK national award finals in May.



- Neil Eames, FSB Regional Development Manager

FSBIS are sponsoring the FSB South West Awards.



FSBIS delivers the insurance needs of FSB members.

As an award-winning commercial insurance brokerage established in 2018, we have the exciting daily task of providing advice, understanding and guidance to approximately 150,000 UK members on placing their commercial insurance and meeting their business insurance needs.

FSB Awards

Innovation Award

BioStart, Gloucester

Franchise Business Award

Your Man With A Van, Poole

Community Business Award

Bath Philharmonia, Bath

Diversity and Inclusion Award

Craddys, Bristol

Service Excellence Award

Next Steps Education, Bideford

Expansion and Growth Award

Firestarter Business Solutions, Cheltenham

Sustainability Award

Cofton Country Holidays, Exeter

Family Business Award

The Authentic Bread Company, Longhope

Microbusiness of the Year

Essential 6, Torquay

Self Employed / Freelancer Award

Jenn Webb, HR Vitals, St Austell

Start Up Business of the Year

Parade House, Trowbridge

Young Entrepreneur of the Year

Natasha Mortimer, Imagineerum, Bristol

