

Sponsored by



FSB Business Bootcamp

Supercharge Your Sales

Thursday 27 June 2024

7.30am - 3.00pm

Keele University, Keele Hall, Keele, ST5 5BG

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fsb.org.uk

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Programme

7:30am Registration Opens - Delegates Arrive

8:00am Speed Networking
Amanda and Gemma Bourne (FindaBiz)

Networking Breakfast

9:00am Refreshments and browse the exhibition stands

9:30am Welcome and FSB overview
Sue...Sue Tonks, FSB Regional Chair West Midlands

9:40am Introduction to event sponsors & exhibitors:
Karen Woolley, Development Manager
Keele Hall - About Keele Hall | **Zoho** - Introducing Zoho

10:00am LinkedIn top tips
Annabel Hemingbrough

Morning Session

10:20am Making Ideal Connections
Sue...Sue Tonks

10:40am How to build a qualified and engaged sales pipeline
Simon Washbrook

11:00am Refreshments & Exhibition Area

11:40am Is selling overseas right for your business? Top tips for being successful!
Raj Theper

12:00pm How to navigate challenges and pitfalls
Emma Canning - fireside chat with Karen Woolley

12:20pm Feedback and Q&A session 1

12:40pm Lunch & exhibition Area

1:45pm Harnessing technology to supercharge your sales
Vinay Palakkal

Afternoon Session

2:05pm Selling Smart: Using social media to support sales
Todd

2:25pm The Only Two-sentence Sales Presentation You Will Ever Need!
Bernie De Souza

2:45pm Feedback and Q&A session 2

3:00pm Close

Hosts



Welcome

Sue...Sue Tonks

FSB Regional Chair West Midlands



Host

Karen Woolley

FSB Development Manager
Staffordshire and West Midlands



Speed Networking

Amanda Bourne

Findabiz

Amanda from Findabiz networking has been running networking events for many years, in all different styles and formats. Using the unique FindaBiz Networking SWAP Formula, everyone has one minute to introduce themselves to the table and then after exchanging cards or digital contact details you move to the next table where you meet completely different people. We do this until you have met every delegate in the room.

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Speakers



Annabel Hemingbrough

Purple Frog Systems Ltd

Marketing and Social Media Manager at Purple Frog Systems Ltd will be joining our expert panel. Anabel possess a knack for marketing, a love for Crocs (you either love or hate them!), and a passion for tattoos. Annabel brings a fun and colourful perspective to the world of marketing and social media. Her session will cover LinkedIn Top Tips, sharing valuable insights to help you maximize your presence and engagement on the platform. Annabel's energy and enthusiasm for social media and marketing shines through - I'm sure you won't want to miss hearing her speak!

Annabel@purplefrogsystems.com



Sue...Sue Tonks

Sue...Sue Tonks

Sue Tonks delivers talks and workshops with unforgettable comedy moments. Her knowledge and tips on how to get the best from your networking experiences have given her international acclaim. Her fun and practical style enables delegates to vividly remember key points and develop long lasting skills.

sue@suetonks.com



Simon Washbrook

popcorn CRM

During Simon's session he will outline how to design a practical sales process/pipeline, how to keep your prospects engaged and how to identify when your prospects are ready to buy. With 20+ years of experience in Sales and Marketing, specifically for SMEs, he certainly knows how to engage with the right prospects and not write them off just because they said 'NO'!

simon@popcornmail.co.uk

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Speakers



Raj Theper

Department for Business & Trade

Have you ever considered selling your products or services overseas, but you don't know where to start? Join Raj Theper, UK Export Academy Adviser from the Department for Business & Trade who will provide an overview of a typical export journey, highlighting the key steps you need to consider. From there we'll help you understand the benefits and risks of exporting, enabling you to make informed decisions about your business' international growth.

www.great.gov.uk



Emma Canning

Go Go Makers

Hear from Award Winner and FSB Member, Emma Canning - founder of Go Go Makers, who will share her business journey, outline how she navigated the challenges and pitfalls of being a small business owner and how she grew the business, going on to beat stiff competition from across the Greater West Midlands to become the winner of FSB's West Midlands Celebrating Small Business Award for Expansion and Growth. Emma founded Go Go Makers in 2013 when she identified a gap in the market for wrap-around school childcare. Go Go Makers is now a thriving business, employing 54 members of staff, running Holiday Camps at six Primary Schools and welcoming more children year on year - providing activities which make her company stand out from its competitors, which has resulted in exponential growth.

emma@gogomakers.co.uk

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Speakers



Vinay Palakkal

Zoho UK

Vinay is a seasoned Regional Account Manager at Zoho UK, bringing extensive frontline experience in sales and marketing. In his session, Vinay will share insights on streamlining your sales processes through technology and automation. Discover how to ensure you never miss an opportunity again and reclaim valuable time to focus on what you do best - running your business.

vinay.palakkal@eu.zohocorp.com



Todd

Spaghetti Agency

Todd is the co-director of Spaghetti Agency and will show you ways to get your social media 'Selling Smart' and away from pushy selling (badly) online. You'll discover powerful, easy-to-implement tactics to increase your business's awareness and convert followers into customers, all without the icky hard sell or spammy LinkedIn DMs!

howdy@spaghettiagency.co.uk



Bernie De Souza

Speaker and Author

Need more sales and clients? We have international speaker and best-selling author, Bernie De Souza, to show us how at our Bootcamp. Bernie's presentations are powerful, fast-moving and teach attendees word-for-word exactly how to get more clients without paying for advertising. Immediately, attendees can improve their results with simple, actionable phrases that bond people to them. You'll be entertained, motivated and inspired with the new skills that last a lifetime.

bernie@berniedesouza.com

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Exhibitors



Federation of Small Businesses

Our mission is to help small businesses survive through these difficult times and ultimately achieve their ambitions.

We've over 150,000 members across the UK. Members get an exclusive package of great value business services including advice, financial products, and support. These cover a wide range of benefits such as tax, legal and HR, local network groups and business banking.

We don't only provide fantastic membership benefits- FSB is also the UK's leading small business campaigner. Come and join us today at our stand.

www.fsb.org.uk



Keele Hall

From the Grade II listed historic mansion, Keele Hall, to the state of the art, high

tech facilities across campus, our venues will cater for any large or small meeting, conference or exhibition.

www.keele.ac.uk



Zoho

Zoho is the operating system for business- a single cloud platform with all the necessary applications to run a business

entirely from the cloud. Zoho offers applications for marketing, sales, customer support, finance, human resources, employee productivity and collaboration. More than 50 million users around the world rely on Zoho everyday to run their businesses – including Zoho itself

www.zoho.com



Dojo

CHT Solutions offers consultative payment services to businesses.

Today I'm here promoting everything that Dojo offers. Dojo have developed an industry-leading payments platform offering businesses the tools and services they need to take reliable and secure payments from their clients. So, whatever the industry and size your business is, we can offer a bespoke service that's tailored for your business.

<https://dojo.tech>



First Enterprise Loans

First Enterprise – Enterprise Loans is a responsible finance provider offering

unsecured loans ranging from £500 to £150,000 to support start-ups and established businesses in the East, South East and West Midlands that are unable to borrow from mainstream lenders. For 35 years, we have lent over £63 million to 4,601 businesses.

www.first-enterprise.co.uk

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Exhibitors



popcorn CRM

popcorn is a really simple to use CRM that is designed specifically for small businesses. It has just the essential marketing tools you need to be able to manage, nurture and convert your prospects, faster.

www.popcorncrm.co.uk



Stoke on Trent and Staffordshire Growth Hub

We currently have so much to offer to businesses 5 years and older, our Achieve and Grow program designed specifically to help push your business to the next level including FREE digital marketing, website enhancement and HR and employability consultancy support. Our dedicated business helpline to offer guidance and signposting to help and support.

stokestaffsgrowthhub.co.uk



Watch Tower IT

Watch Tower IT is a Leicestershire based Managed Services Provider ideally located to cover most of the country. We pride ourselves on being your dedicated point of contact for all technical matters. Our mission is simple: To keep your IT infrastructure secure, quick, and efficient every hour of every day of every year. We

proactively monitor your IT infrastructure to ensure it's secure, backed up, and up to date 24/7/365. Additionally, we offer quick responsive IT support for your business.

watchtowerit.co.uk



Socially Shared Business Network

Socially Shared Business Network is a supportive community for women in business. Sociable meetings are held at 12 locations across the Midlands each month, each with a learning opportunity on a business or personal development topic. Networking is relaxed and welcoming, with a 'meeting friends for a cuppa' vibe. Membership is optional, meetings are affordable, and they are suitable for new and existing businesses.

www.sociallyshared.co.uk



CEnTSA - Warwickshire Trading Standards

CEnTSA (Central England Trading Standards Authorities) brings together 14 local authorities from the West Midlands, aiming to maximise the impact individual services have by establishing and maintaining good working relationships with a wide range of regional business partners, supporting businesses in the region and by promoting economic growth.

www.centsa.org.uk

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Exhibitors



Ad Gifts Online

Specialists in promotional merchandise and corporate gifting with over 25 years' experience. Adgiftsonline

can help you to achieve your marketing goals; whether that's putting a smile on your customers face, attracting them to your stand, spreading brand awareness or launching a new product or service... we're here to help!

www.adgiftsonline.com

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Running your own business is rewarding, but you don't have to face the challenges alone.

Claudia Kirkwood,
Super Simple Websites
FSB member

With the Federation of Small Businesses (FSB) by your side, you'll have all the support and expertise you need to start, run and grow your business.

As the leading voice of 5.5 million small businesses and the self-employed heard in governments across the UK, we're always working to deliver real change on the issues that matter most.

FSB membership unlocks market-leading business services and tools including:

- 24/7 legal, tax and employment advice line
- Debt recovery service
- An extensive online legal hub with over 1,400 documents and templates
- Range of local and virtual events - free and open to all
- Easy access to funding
- Bespoke insurance quotes and advice tailored to you

To find out more or to join today, please call us on 0808 2020 888 or visit fsb.org.uk/join

*FSB Membership rates vary depending on your number of employees. Please visit fsb.org.uk/join for full details of subscription rate bands. Registered Office: National Federation of Self Employed and Small Businesses Limited, Sir Frank Whittle Way, Blackpool Business Park, Blackpool, FY4 2FE. Registered in England No. 1263540

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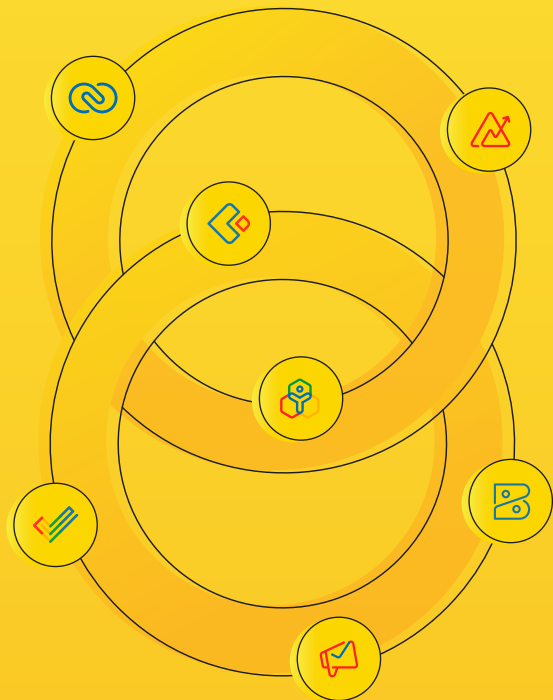


6 Things Zoho Can Do For Your Business

Running a small business can sometimes feel like there isn't enough time in the day. Imagine if there was a solution that seamlessly managed all your processes, giving you back valuable time. Well, there is.

Introducing Zoho One, our unified platform to run your entire business. From marketing to finance, we've got you covered...

1. **Close deals faster** with our powerful CRM
2. **Drive more leads** with email marketing, social media, and more.
3. **Take control** of your finances and make smarter decisions.
4. **Amaze customers** with top-notch support.
5. Keep your team **engaged and organised**.
6. **Simplify all your subscriptions** into one manageable package.



With 45+ apps at your disposal, running your business just got simpler. And the best part? It's budget-friendly too!



Ready to supercharge your business?

Scan the code to learn more or chat with our experts.

www.zoho.to/2403-L-EVT-FSB-BBC



Where *tradition* meets *innovation*

From the Grade II listed historic mansion, Keele Hall, to state-of-the-art, high-tech facilities across campus, our venues will cater for any large or small meeting, conference or exhibition.



THIS IS KEELE



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