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Dragons' Den star shares benefit of her experiences Business Yorkshire

ADVERTISING FEATURE

Peter Edwards

RACHEL Elnaugh, the entrepreneur and former star of Dragons' Den, will be the star speaker at the Yorkshire Post business breakfast later this month.

Mrs Elnaugh, who left the hit television show after her experience company, Red Letter Days, collapsed in 2005, and top executives from Google and Hallmark Cards, are all appearing at Business Yorkshire, the two-day annual exhibition and conference at Doncaster Racecourse.

The Bakewell-based businesswoman has re-established herself as a motivational speaker and entrepreneur since her £100m turnover firm went into administration. She appears at the day one business breakfast on Wednesday, November 25. Andrew Barke, agency industry head of Google, is the speaker at the business breakfast the next day.

Steve McCann, marketing controller of Hallmark Cards UK, Tim Roberts, managing director of I-Com and Brad Burton, founder of 4Networking, also

appear at Business Yorkshire, for which the Yorkshire Post is media partner.

Mrs Elnaugh started her working life as an office junior before creating Red Letter Days

on a shoestring budget in the front room of her home, aged 24. The early success of the venture led many to acclaim her as the pioneer of Britain's £250m experiences sector. She went on to be named Ernst & Young Entrepreneur of the Year in 2002 and was short-listed for the Veuve Clicquot businesswoman of the year award in 2001.

Red Letter Days hit problems in 2005 after expanding quickly three years earlier. Mrs Elnaugh left Dragons' Den and has since been working with small businesses. She is an entrepreneur-in-residence at the British Library Business and IP Centre and an ambassador for the Prince's Trust.

Mr McCann's presentation, Fit for the Future, will be an insight into Hallmark's "strategic pillars" and how, after a period of fragmentation, it plans to grow through innovative

thinking. The firm began selling

Christmas cards in 1915 and Hallmark UK was established in 1958. The Bradford firm is now Britain's leading greeting card publisher and its cards, gift wrappings and other products are sold in more than 100 countries. It has 3,100 staff in the UK and produces about two billion cards a year.

Mr McCann appears courtesy of the Chartered Institute of Marketing, which is supporting Business Yorkshire again this year.

Mr Barke, who appears at the second business breakfast at 8.30am on Thursday, November 26, will look at digital marketing at a time when marketing and consumer budgets are under pressure. He will emphasise the importance of the mass market consumer and talk about the speed of technological change.

Tim Roberts, managing director of marketing agency I-Com, will be giving advice on using social media to win new clients and preserve current relationships.

Brad Burton, founder of 4Networking, will explain how he went from working at home in a box room, to building the fastest growing business



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breakfast network in the world and becoming a motivational speaker in just three years. To register for a free ticket, go to www.business-yorkshire.co.uk

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MOTIVATION: Rachel Enaugh will be the star speaker at the *Yorkshire Post* business breakfast.