



Packed programme that aims to inspire region's decision-makers

Big names and networking opportunities lined up

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Business Editor



ENTREPRENEURS are invited to attend next week's Business Yorkshire event, which will be packed with promising networking opportunities.

The free event takes place at Doncaster Racecourse next Wednesday and Thursday and is targeted at owners and decision makers at small and medium-sized businesses.

There are high-profile inspirational and motivational speakers, informative and entertaining seminars, speed networking sessions and opportunities to pitch business ideas to venture capitalists. So far, about 100 companies have signed up as exhibitors at the event.

Organisers say Business Yorkshire will help businessmen and women to stay abreast of a busy and temperamental business climate and keep on top of the current trends to sustain and develop their business.

Speakers include Karren Brady, known as "the first woman in football", who will speak at the Yorkshire Post Business Breakfast, which opens the two-day event at 8.30am on Wednesday.

The managing director of Birmingham City FC will share

her experiences as a successful businesswoman as well as revealing effective leadership strategies and tips for business growth.

On day two, Dennis Turner, chief economist at HSBC, will disclose his extensive knowledge of regional economic trends and issue some useful guidance for difficult trading conditions.

Corporate big-hitters include Robin Mackenzie, the director of strategy and transformation at BT, who will deliver a speech entitled "Helping SMEs do what they do best" at the event's How To Theatre.

Others are Michelle Mone, founder of the Ultimo lingerie range, Richard Richardson, the co-founder of Harry Ramsden's fish and chips shops chain, and Jamie Murray Wells, who at 21 founded GlassesDirect.co.uk. They will give talks about their experiences in the world of business.

Stars of TV's *The Apprentice*, Kristina Grimes and Jennifer Celerier, will be present to talk about their new motivational training company, the KGJC Partnership, and will also reveal the secrets behind the popular show that propelled them in to the limelight.

Scott Hider, managing director at Business Yorkshire, said: "We are absolutely delighted with the line-up as we have a programme of highly successful business people who can bring valuable advice to the attendees.

"The event promises to be educational, entertaining and inspirational to ensure that everyone in the audience leaves feeling motivated and educated.

"Each speaker has their own insight to offer visitors, who will be able to take away ideas and transfer them to their own businesses to help growth and development."



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It is the first time that this business-to-business event has been held in the region.

The organisers, Nationwide, previously staged the Business North West event in Manchester. The *Yorkshire Post* is media partner. Other sponsors are Sheffield Chamber of Commerce and Industry, the Doncaster Chamber of Commerce, Train to Gain, the Chartered Institute of Marketing, the Institute of Directors and Business Link Yorkshire.

It is held at Doncaster Racecourse on October 1-2. All the speakers will appear in the Business Link Innovation Lounge. For further details and to register for the free event, visit www.business-yorkshire.co.uk.



ON THE BALL: Football boss Karren Brady will speak at the Business Breakfast.