



A perfect place to inspire success of the region

Top speakers lined up for business exhibition

WITH a gross domestic product of more than £81bn, Yorkshire ranks among the top third of the world's national economies and is a hot spot for business activity.

A magnet for developing and ambitious organisations and with easy access to the major motorways in the UK, Yorkshire is the perfect place to do business.

This year's inaugural Business Yorkshire exhibition and conference is set to be a real inspiration to up-and-coming businesses in the region, offering motivational tips, business advice and networking opportunities.

The event will take place on October 1-2, at Doncaster Racecourse, and will follow the huge success of the Business

North-West event, in Manchester, which is now in its third successive year.

Business Yorkshire offers attendees the chance to hear from inspirational figures and leading entrepreneurs in the Business Link Innovation Lounge.

Over the two-day event, visitors can listen to a jam-packed line-up from entrepreneurs and business leaders to specialists and motivators from a wide variety of industry sectors.

Confirmed speakers include Karren Brady, managing director of Birmingham City FC, Jamie Murray-Wells, the founder of Glasses Direct, Michelle Mone, founder of the Ultimo lingerie brand, and Dennis Turner, chief economist at HSBC.

Heather Wright, a founding director of Advance, and Apprentice candidates Kristina Grimes and Jennifer Celerier, will also share their experiences

with the audience and offer practical advice to budding entrepreneurs.

Leading business figure and the "first woman in football", Karren Brady, is also to share her extensive business knowledge and secrets of success.

Having experienced huge success at an early age, Karren has appeared on numerous television programmes, even leading her team to success on the Comic Relief version of *The Apprentice*.

She will be addressing the Yorkshire Post Business Breakfast on day one of the show to reveal how she



achieved her rise to success, her effective leadership strategies and business growth advice.

Young entrepreneur Jamie



Visitors can listen to a jam-packed line-up from entrepreneurs and business leaders.

Murray-Wells will be at Business Yorkshire on Wednesday to share the story of his success and how he started the business from his parents' front room and turned it into the biggest direct seller of glasses in the world.

Apprentice TV stars Kristina

Grimes and Jennifer Celerier will be presenting a fun-filled seminar on day two, sharing the secrets of *The Apprentice* and how to turn adversity into opportunity in difficult economic times.

On day two of the event, straight-talking Michelle Mone, founder of the Ultimo lingerie range, will give a down-to-earth personal account of how she built up her company.

With numerous TV appearances under her belt, feisty Michelle is a motivational presenter, who speaks passionately about her struggle to succeed and provides practical tips on how to survive in business.

Now recognised as one of the UK's leading underwear collections, Ultimo is sold through numerous high street stores across the country.

Inspirational speaker Heather Wright will be on hand on day two of Business Yorkshire to

offer her tips on corporate and personal development. She has spent more than 10 years inspiring business people and has made it her mission to learn as much as possible about the psychology of influence and how to use it to everyone's advantage.

Heather is a lady who means business and has just published her first book, *Breaking the Mirror*, while attaining black belts in three martial arts.

Business Yorkshire is home to the 80-seat "How To" Seminar Theatre, giving visitors the chance to sit in on informative and entertaining presentations. The sessions will cover topics including HR, sales and marketing, finance and IT and will offer attendees the opportunity to take part in workshops and scenario role plays.

The theatre will be open on both days of Business Yorkshire and welcomes visitors to drop in as and when they wish.

The heavenly alternative to *Dragons' Den* is the Angels' Den Theatre. This area will give developing and growing companies the opportunity to enter the Den in a bid to achieve funding.

Not only will the theatre allow individuals to speed pitch their business ideas to a panel of venture capitalists in the hope of gaining investment, but it will also provide a combination of informative seminars and networking and question sessions.

This opportunity takes place over both days of Business Yorkshire and offers a variety of formats for businesses to present, including a speed pitch option.

This comprises a three-minute presentation of ideas and financial requirements followed by a one-minute question and answer session, where the investor has the chance to quiz the contestant.

It's then on to the next Angel on the panel before the

investors choose the idea they want to support.

■ For further information, please visit www.business-yorkshire.co.uk



TALKING POINTS:
Michelle Mone, left, founder of the Ultimo lingerie range, and *Apprentice* TV stars Kristina Grimes and Jennifer Celerier, who will be appearing on day two of the business convention.





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INSPIRATION: Karren Brady, managing director of Birmingham City FC, who will speak at the inaugural Business Yorkshire exhibition and conference.