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Beating the recession with a change in attitude

BUSINESS Yorkshire, the business-to-business exhibition and conference, will include a wealth of advice for SMEs (small and medium-sized enterprises) on beating the recession from local business experts.

The event, which takes place at Doncaster Racecourse on November 25 and 26, will include "How To" seminars, with advice on topics ranging from HR and IT to marketing and finance.

Jim Scott, who started his business, the Scott Douglas Group, during the last recession in the early 1990s, will deliver a seminar on how to beat the recession.

He has helped more than 2,500 small businesses to improve their trading position by using marketing and sales processes.

He suggests SMEs seeking to develop and grow their business in the current climate can begin with a change in attitude.

He said: "Most businesses only pay lip service to having a marketing plan, and fewer still take the trouble to implement their plan. Looking at the opportunities presented by the current trading conditions is a good starting point for developing both a marketing plan and healthy, winning attitude.

"Becoming much more proactive is just one of the changes to make. Asking for help and support is another.

"By attending business networking events and exhibitions such as Business Yorkshire, you will immediately be among like-minded people who share a common interest in success.

"At these networking events, you will learn that the more you offer to help others, the more you will get back in return.

"At a practical level, there are so many free seminars during the two days of Business Yorkshire, all packed with information and inspiration, that you are bound to come away with at

least one idea that will make a difference to you and your business."

The "How To" seminars complement keynote speakers, Business Link Speed Networking sessions, the Angels Den Theatre and the Google University.

The *Yorkshire Post* is media partner for the event.

■ **For further information on Business Yorkshire and to register for free tickets, visit www.business-yorkshire.co.uk**

■ **For further details on the Scott Douglas Group, see www.sdg.uk.com**



ATTITUDE: **Jim Scott.**