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Business Yorkshire conference set to pull in region's decision-makers

MORE than 4,000 visitors have registered for Business Yorkshire, one of the UK's largest business exhibitions and conferences.

Organiser Nationwide Media Group said the number of people planning to attend is evidence that the region's decision-makers are ready to win new business and make useful contacts.

The event, at Doncaster Racecourse on November 25 and 26, is on target to grow its annual sales and revenue by 10 per cent and is also reporting re-booking figures of more than 50 per cent.

Rachel Elnaugh, one of Britain's highest profile female entrepreneurs and a former panellist on *Dragons' Den*, is the keynote speaker at the business breakfast session on day one.

Andrew Barke, agency industry head of Google, will address the audience at the breakfast session on day two.

Scott Hider, managing director at Nationwide Media Group, said: "We have announced high-profile keynote speakers for this year's event, and excitement is growing.



HIGH PROFILE: Business Yorkshire and, below, Rachel Elnaugh, the keynote speaker at the Doncaster event.



"It is now a major event in the local business calendar, attracting a wide range of exhibitors, visitors and organisations.

"More than 3,000 visitors came through the doors across the two days last year. With strong registration figures, we are expecting to match that this year.

"Visitors and exhibitors

alike clearly see the importance of marketing themselves aggressively in the current economic climate. This explains the strong interest coming to Business Yorkshire.

"From an exhibitors' point of view, the re-booking figures are particularly strong, and many SMEs are exhibiting with us for the first time.

"Past exhibitors have told us that the cost of taking a stand pays for itself given the new business on offer."

Other speakers include Brad Burton, founder of 4Networking, and Tim Roberts, of I-Com.

Elsewhere, Steve McCann, marketing controller of Bradford-based Hallmark Cards UK, will appear courtesy of the Chartered Institute of Marketing, which is supporting the exhibition and conference for the second year running.

The *Yorkshire Post* is media partner for Business Yorkshire.

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