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University to offer free advice at event

Lizzie Murphy

A YORKSHIRE university is attending one of the UK's largest business conferences to offer companies up to 10 days of free consultancy.

Sheffield Hallam University will have a stand at this year's Business Yorkshire event to help regional firms develop their services, products and processes through its Innovation Futures scheme

The scheme is supported financially by the European Union, and has attracted £1.6m investment from the European Regional Development Fund as part of its support for the region's economic development.

More than 4,000 visitors have registered for this year's event, which is being held at Doncaster Racecourse on November 25 and 26.

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 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 panelist 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.

Meanwhile, Sheffield-based MoreComputers.com will be sharing the secrets of its online retail success at the event.

Brian Trevaskiss will offer advice to local companies at the Google University workshops. He will talk about how to flourish in a competitive market space as well as how to promote an extensive product range with a small marketing budget. He will also discuss the limitations MoreComputers.com has faced from being perceived as a computer supplier when in fact they sell over 60,000 electrical products. Mr Trevaskiss said: "We're very flattered that Google recognises the success of MoreComputers.com as an online retailer and I'm honoured to be invited to speak at the exhibition."

Mr Trevaskiss will be joining Google's product specialist, Satyan Joshi in The Introduction to Google AdWords session.

The Yorkshire Post is media partner for Business Yorkshire.

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