

# GROWING GLOUCESTERSHIRE CONFERENCE

#GrowGlos17

08.15 - 08.55 REGISTRATION - REFRESHMENTS & NETWORKING

09.00 - 09.10 **WELCOME** Luan Wise & Felicity McClintock - Growing Gloucestershire Conference

09.15 - 9.55 **KEYNOTE** Vision without action is a daydream. Action without vision is a nightmare Dr Gwyn Jones - University of Gloucestershire

## FINANCIAL MANAGEMENT

Speakers provided by CIMA

## MARKETING

Speakers provided by CIM

## PEOPLE

Speakers provided by CIPD

## MANAGEMENT

Speakers provided by CMI

10.00 - 10.35	Cyber threats - It's all now a question of time Mark Godsland	SMARTer marketing for ambitious SMEs Barbara Stopher	Candidate attraction - How to ensure you attract millennials to your business Rachel Harber	Corporate Social Responsibility - So what? Claire Thayers
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10.35 - 10.55 REFRESHMENTS & NETWORKING

11.00 - 11.35	10 reasons businesses fail and how to prevent them Phil Mitchell	Practical tips for protecting your intellectual property Robert Games & Frederick Noble	The future of workplace learning Ben Reed	Mind your language Scott Harvey
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11.40 - 12.00 **GLOUCESTERSHIRE GROWTH DEAL UPDATE** David Owen, Chief Executive - GFirst LEP

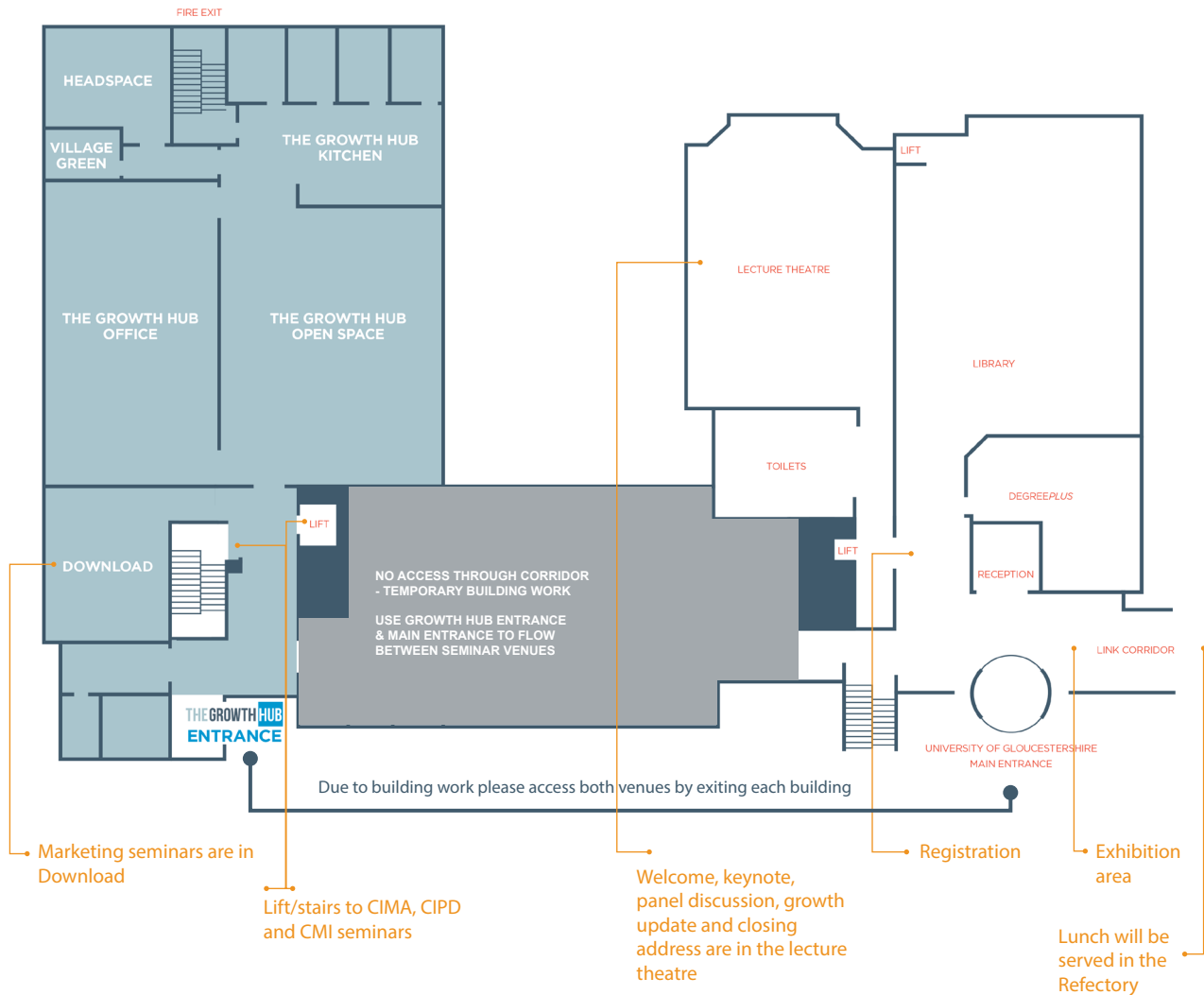
12.00 - 12.45 **BUSINESS HOT TOPIC DEBATE** Local representatives from CIM, CIMA, CIPD, CMI and GFirst LEP - Fiona Spencer - chair

12.45 - 13.25 LUNCH & NETWORKING

13.30 - 14.10	Generate better profit, employee engagement and customer retention Aynsley Damery	How to create a winning marketing message Penny Eccles	Employer branding - Marketing or HR? Fiona Spencer, Steve Hughes & Tracey Adams	Discover free hidden resources for your organisation Richard Byford
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14.15 - 15.00 **KEYNOTE** The ABC of making success inevitable Geoff Burch - Best-selling author and master storyteller

15.00 **WRAP UP** Luan Wise & Felicity McClintock - Growing Gloucestershire Conference



PLEASE TWEET!  
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 @GlosProfs

- The Growth Hub ..... @thegrowthhubbiz
- University of Gloucestershire ..... @uniofngos
- GFirstLEP ..... @gfirstlep
  
- Luan Wise ..... @luanwise
- Mark Godsland ..... @MGTSRAssoc
- Barbara Stopher ..... @barbarastopher
- Rachel Harber ..... @omegaresourcegroup
- Claire Thayers ..... @cthayers
- Phil Mitchell ..... @harbourkey
- Fiona Spencer ..... @fionaspencerltd
- Ben Reed ..... @nimblelearning
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