

CONNECT

the fast track for technology business



Are you a growing business looking for some answers?

If so, **Connect Yorkshire** can help! Enrol on our FREE **Business Fitness Programme** and benefit from our unrivalled expertise in helping technology and knowledge-based companies like yours with your ongoing business development.

Designed with you in mind, the Business Fitness Programme are a series of six informal, interactive workshops, giving advice and professional guidance on issues facing any growing SME . ranging from maintaining an innovative culture to selling your products online to staff retention.

With some of Humber's biggest names involved in the programme, including Smith & Nephew, Reckitt Benckiser, Gosschalks, The University of Hull and FeONIC, these workshops are not to be missed!

12 September 2007 – Business Planning and Strategy

Speakers: Steve Braund, University of Hull Business School and Glen Hopkinson, Connect Yorkshire

Venue: The University of Hull **Time:** 4:00pm registration for a 4:30pm start

Considerations in how to think strategically in the forward planning of your business!

12 September 2007 – Developing an Innovation and IP Strategy

Speaker: Rod Hulme, Smith & Nephew and Richard Jenkins, Harrison Goddard Foote

Venue: The University of Hull **Time:** 6:00pm registration for a 6:45pm start

Why innovate? How to foster a successful culture of innovation in your business

26 September 2007 – Online marketing in the UK and overseas

Speaker: Richard Morrice, The Morrice Partnership

Venue: Gosschalks, Hull **Time:** 4:00pm registration for a 4:30pm start

Using technology to sell and market your ideas to a wide geographical audience

26 September 2007 - Effective Negotiating Skills

Speaker: Simon Lunt, Gosschalks

Venue: Gosschalks, Hull **Time:** 6:00pm registration for a 6:45pm start

Negotiating is a common part of business, whether with a supplier or investor. Discover key issues to seal that deal!

3 October 2007 – Employee Motivation and Rewards

Speaker: Neale Harrison, Reckitt Benckiser and Nasim Sharf, Rollits

Venue: The Deep, Hull **Time:** 4:00pm registration for a 4:30pm start

Find out how to motivate and keep your staff from one of the largest employers in the region, plus learn about share option schemes

3 October 2007 – Finance for Growth

Speakers: Simon Banks Cooper, Banks Cooper Associates, Roger King, Baker Tilly & Brenda Hopkins, FeONIC Plc

Venue: The Deep, Hull **Time:** 6:00pm registration for a 6:45pm start

How will your company be valued during the investment deal process? Our accountants will tell you, along with a guide to other sources of finance. Finally, hear from the Chairperson of Feonic who tells you how they grew!

Attendance is free and unrestricted. All the workshops are held in the evening (buffet included):

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The Format



All workshops are given by professionals who are dealing with the issues raised on a routine basis in their daily working life.

Each evening will be designed with an interactive element, to encourage discussion and ideas amongst delegates.

The workshops all include a buffet with wine and an additional refreshment break, allowing plenty of time for networking.



Who Should Attend?

The workshops are aimed at technology and knowledge-based SMEs with growth ambitions. All workshops are free to anyone wanting guidance on the development of their strategic and financial growth.

Registration

To help ensure your business achieves its potential, **register now for all or any of these events:**

Email: events@connectyorkshire.org

Tel: 0113 384 5640

Investor Readiness Workshops

An Investor Readiness Programme will also be running during October and November in Sheffield. If you are interested in attending any of our workshops, visit our website www.connectyorkshire.org/events - for more details.



"We are very grateful to all involved. This programme is outstanding". eConnected, Huddersfield

Connect Yorkshire's 12th Investment Forum 28 November 2007, Sheffield

Showcasing the very best regional technology companies, this is a unique platform for emerging technology and knowledge-based businesses who may be seeking finance to meet potential investors.

What do you get?

Not only does the event itself provide a great opportunity for presenting your proposition and networking with over 150 delegates, but the preparation in the weeks prior is just as beneficial, offering **FREE** support and invaluable advice to ensure investors will listen. Companies using Connect Yorkshire's services have attracted more than **£14M** of international backing over the last four years. **Make sure you're one of them!**

Further information on the Investment Forum can be found at www.connectyorkshire.org