

**W**elcome to the 2011 Business and Technology Show. We have tried to provide a wide and interesting range of features at today's event and very much hope that you enjoy your visit and make lots of useful contacts.



**Tuesday 18th October 2011**  
Aintree Racecourse Merseyside

## Business Exhibition

A wide variety of companies are exhibiting based across three key themes of Technology, Environment & Efficiency and Business to Business

## Workshops

**10.25am A Practical Guide to Intellectual Property - What it Is and Why do You Need It**

*Delivered by Tom Hutchinson, Hutchinson IP*

**10.45am New Product Pitch Session 1**

**11.00am Growing your business with the power of Mobile**

*Delivered by txtlocal*

**11.35am Doing it Online - Dealing with VAT, Self Assessment, PAYE and Corporation Tax online**

*Delivered by HMRC Business Education & Support Team*

**12.05pm Public Relations DIY Workshop**

*Delivered by Oliver Chesher, Admiral PR*

**1.05pm New Product Pitch Session 2**

**1.20pm How to Improve your Website Marketing for Free - Non Technical Tips and Techniques**

*Delivered by Jonathan Hughes, Mammoth Group*

**1.55pm New Product Pitch Session 3**

**2.10pm Learn the Ten Steps for Business Growth**

*Delivered by Terry Houghton, Business Doctors*

**2.45pm Business Showcase and Speed Networking**

**3.15pm How to Create Ongoing Profit by Becoming a Value Added Ecommerce Reseller**

*Delivered by Mark Gidlow, TIC Webshops*

## Have a Go Demonstrations

Liverpool Provider Network and a selection of their Provider Members will be inviting visitors to learn a new skill at the event, including - Build Your Perfect Apprentice - Hairdressing and Barbering skills such as Braids, Hair Ups and Clipper Work - Childcare tips such as How to Stop a Baby Crying - First Aid Basics with 'Resusci Annie' - Mavis Beacon Touch Typing

**Marketing Clinics** - including free one to one marketing clinics with the Chartered Institute of Marketing

## NatWest Business Advice Bus

hop on board to benefit from a range of free business advice whether or not you're a NatWest customer. Relationship Managers will be available to offer a business review to SME owners, and entrepreneurs looking to start their own business can also receive feedback on their plans from NatWest start-up advisers.

## Ask the Expert

Cobhams Ltd – Personal & Business Tax

Groundwork Merseyside – Improving your resource efficiency

HMRC Business Education & Support Team – Business taxes, VAT and online tax returns.

Hutchinson IP Ltd – Protecting your ideas and designs

IOSH Merseyside Branch – Workplace health and safety

Jobcentreplus – Recruitment and Current Support Programmes

Liverpool City Council – Business continuity and planning for emergencies

Liverpool Vision – Business Support

Selling Online Ltd - Improving Your Website Rankings on Google

TICWEBSHOPS - Setting Up & Developing an Online Shop

## Business Showcase

- in which up to 10 companies are invited to give a 60 second pitch about what they do, followed by general speed networking

## Business Advice & Information

## Business Start Up Advice

## New Product Pitches

- in which up to 12 companies are invited to give a three minute pitch about their new product, service, invention or innovation

## Other Special Features

**Adrenaline Brush** – view and play Adrenaline Brush's latest range of original, hand crafted board games.

**Airmaster** will be demonstrating their new range of massage chairs – one of which even has a zero gravity feature!

**Cloudnine Bodyworks** – Free head and back massages

**Wine Time at Scatchards** – free wine tasting

**The Chartered Institute of Marketing** – free Marketing clinics and advice

**The Chartered Management Institute** - free clinics and advice on improving organisational performance, training & development, qualifications and developing PDP/CPD