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event programme

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wirral & *chester*

Business **FAIR**

2009


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a big help to a small business



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wirralbiz
blueprint for business success

welcome to the

wirral & chester



Business FAIR

2009

Welcome to the 2009 Wirral & Chester Business Fair at the New Brighton Floral Pavilion. 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.

Business to Business Exhibition - a wide variety of companies are showcasing their products and services to the hundreds of visitors attending the event.

Ask the Expert - A range of Experts will be on hand to provide advice and guidance on a range of issues
Sales and Improving Sales Performance - BlueZoom
Website Problems and Issues - Chooboo
Managing Relationships with Customers to Improve Customer Loyalty - Flightdeck
Driving More Traffic to Your Website - Natural Ranks
Marketing your Business using Social Networking and the Mobile web - The Chartered Management Institute
Personal and Business Finance - The Priory Group
Public Sector Procurement - Wirral Borough Council

Complimentary Marketing and Business Clinics from the Chartered Institute of Marketing and Chartered Management Institute - Take advantage of a 20 minute advice clinic with a member of the CIM / CMI Team.

Business Showcase - A mixture of speed networking session and up to 10 businesses delivering a 60 second pitch about what they do.

Many other Special Features and Attractions - including complimentary head and back massages from **Cloudnine Bodyworks**, networking opportunities, business information & advice and a complimentary Event Programme and Business Guide for every visitor.

For further information on future events, please visit our website www.businessfairsuk.com. Finally, thank you for attending and we hope that you have a productive and enjoyable time.



www.wirraltv.net

If you have a film which you would like Wirral TV to host or if you want a community event you are involved with to be filmed by a Wirral TV crew please contact **Diana at Wirral TV on 0151 644 4512** during normal office hours. Or email info@wirraltv.net



Wirral TV is a new Community TV company serving the interests of Wirral residents.

- 1.8m hits on WirralTV.net since launch in April 2008
- Daily News Updates
- Over 220 short films hosted and updated on a weekly basis
- Major local events covered by Wirral TV
- Competitive rates for a variety of commissioned films for Events, Product Launches etc.

10.30 Business Showcase (Liverpool BA)

These are networking sessions with a difference. At each Showcase we will invite up to ten businesses to do a 60 second pitch about what they do to the rest of the audience. This is followed up by a further ten minutes of general speed networking. Organised by Liverpool BA..

11.15 Key Sales Steps Out of Recession (BlueZoom)

Selling in the current climate can be tough, however there are some key sales steps you can take to maximise your chance of success. Come along to this seminar and benchmark your current approach against these steps.

11.45 What Can Make Your Business Better Than The Rest (Flightdeck)

A very useful workshop on how companies of all different types and sizes can use Customer Relationship Management to strengthen their business and improve their profits

12.15 How to Drive More Traffic to Your Website (Natural Ranks)

Some simple tips to increase the number of visitors to your site.

12.45 The Importance of Authentic Leadership in Smaller Firms (LEAD / University of Liverpool)

Creating and sustaining a new business does not only rely on the entrepreneur's vision and their ability to access financial capital. Entrepreneurs/owner-managers must also possess or develop the ability to transform those assets into successful businesses. Being a leader in small firms is very different than leadership in larger organizations because 'the leader' is generally in regular contact with all of their employees. This means that their approach to leadership is regularly under the direct scrutiny of those employees. Consequently, authentic leadership is likely to be more effective in small organizations which are typified by simple structures. Authentic leadership means the entrepreneur should encourage every individual within their organization to make a positive contribution by helping them build on their individual strengths. Research has confirmed that employees who perceived their leaders to be 'authentic' have higher levels of commitment and job satisfaction and there are direct links with productivity, customer satisfaction and profitability.

1.30 How to Create Winning Selling Propositions (BlueZoom).

To sell effectively we need to have a proposition that delivers real value to our clients/prospects. The first step in achieving this is the ability to define and then articulate our sales proposition in their terms. This seminar will provide a framework which will allow you to benchmark your current offering and provide 'hints and tips' that you can use to create your own winning propositions.

2.00 Bright Ideas - Marketing on a Tight Budget and Cutting Your Costs

An interactive, practical session run by local training company Adrenaline Brush is back due to its popularity at the Halton Business Fair - drawing on the ideas and suggestions of hundreds of business contacts and colleagues - including visitors and exhibitors at the Wirral and Chester Business Fair

2.30 Business Showcase (Liverpool BA)

As 10.30am

Please note timings etc. may vary slightly on the day

free seminars & workshops

Adrenaline Brush Ltd

Adrenaline Brush introduces a new generation of great British board games that are highly entertaining and offer a good level of strategy and challenge. So why not have a great night in with family and friends.

01244 315 507www.adrenalinebrush.co.uk

All Nations 4 Hair

A unique multi-cultural salon, owned by Christine Lucas who boasts an impressive 19 years experience trained by Peter Collinge. The salon offers a wide range of hair extensions and fitting methods to suit all hair types including European/Afro/African at affordable prices. Retailers of both quality synthetic and real human hair extensions.

0151 652 9598www.allnations4hair.co.uk

Bennett Brooks and Co Ltd

Bennett Brooks and Co - Chartered Accountants and Management Consultants. An innovative firm of accountants who can help the performance and profitability of your business.

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0845 330 3200www.bennettbrooks.co.uk

Bizspace Ltd

Bizspace Birkenhead comprises a 61,867 sq ft (5,747.6m), business centre complex with 55 units ranging from 160 sq ft (14.86m) to 5,117 sq ft (475.38m). We offer flexible business accommodation for companies seeking office, light industrial and workshop premises.

0151 670 1553www.bizspace.co.uk

Blue Orchid

Blue Orchid is an accredited provider of business support and consultancy. We deliver professional services for start up businesses, SME's and corporate clients. Our purpose is to help to you and your team develop no matter where in 'the business cycle' you are.

0151 284 7728www.theblueorchid.co.uk

BlueZoom

BlueZoom are a specialist sales improvement consultancy with a proven track record of helping companies and individuals improve their sales results. BlueZoom's unique approach to value selling is to challenge current attitudes and thinking. To equip customer facing people with key skills and behaviours that lead to increased and more profitable sales, quicker.

07970 291 447www.bluezoom.co.uk

Chartered Management Institute

The Chartered Management Institute exists to promote the art and science of management:

- * Raise the level of competence and qualification of management
- * Initiate, develop, evaluate and disseminate management thinking, tools, techniques and practices
- * Lifelong development of managers
- * Influence employers, policy makers and opinion formers on management issues.

020 7497 0580www.managers.org.uk

Chooboo

Chooboo has helped over 7,000 small businesses to make money by marketing online. Chooboo provides a professional website and expert guidance to market that website to your target customers. We are providing a free Online Marketing Consultation and a discount for any business that registers with us on the day of the Fair.

0800 440 2942www.chooboo.com

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0771 339 8993www.c9wow.com

Costco Wholesale

Costco Wholesale currently operates over 470 membership warehouses worldwide. Each one filled with top quality, brand name merchandise at low warehouse prices. Our members include business owners and managers purchasing for retail and commercial uses as well as certain qualifying individuals who are members of specified employee groups.

0151 224 7678www.costco.co.uk

Crest Document Solutions

Crest are a document solutions specialist with 25 years of industry knowledge and expertise in print hardware and document management solutions. Crest work in partnership with major brand names such as Toshiba, Kyocera and Ricoh as well as offering a bespoke managed print service for network printer fleets.

0151 236 2642www.crest-reprographics.co.uk

Egerton House Wirral Ltd

Egerton House is arguably Wirral's most prestigious Waterside business and conferencing centre. Located in the heart of Wirral Waters regeneration district, the Centre boasts a wide range of facilities and services to small and medium sized businesses. We are also home to Wirral's first enterprise suite for women. Visit www.egertonhouse.co.uk.

0151 650 0555www.egertonhouse.co.uk

Evans Easyspace

Evans Easyspace is the UK's leading provider of fully flexible, new, quality office, workshop and storage space. Our Business Centres at Chester, Ellesmere Port and Deeside comprise a mixture of offices and workshops, with storage space and studio accommodation also available at the Chester Centre.

0800 039 3900www.evans easyspace.com

Federation of Small Businesses

The FSB is the UK's biggest business support organisation, with over 215,000 members. The FSB lobbies tirelessly on behalf of the self-employed and members can take advantage of a wide range of benefits and services.

0151 645 5694....www.fsb.org.uk/merseysidewcw

Flightdeck

Flightdeck is a powerful CRM system which enables you to keep track of all that goes on in your organisation, putting you in complete control. This can have a huge impact on customer loyalty, sales revenues, operational costs, reputation and profitability. Flightdeck helps businesses of all different types and sizes.

01743 452 390www.flightdeckcrm.co.uk

Gallery Recruitment Ltd

Essentially we are a business to business Multi sector Recruitment solutions service working with employers to find pre screened and Interviewed quality Candidates. Rather than jack of all trades, each member of our team has one or two particular professions or industries that they specialize in.

0845 33 75 981.....www.galleryrecruitment.com

GPS Telecoms

GPS Telecoms provides a complete range of telecommunication solutions suitable for all types of business users. We can provide solutions for business phone systems, mobile phones, email on the move, broadband and landline services. GPS Telecoms can provide the value for service, solution and support you need.

0870 730 7000www.gps-telecom.com

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Intellectual Property Office

Do you have a brand to protect? think Trade Marks.
Invented something clever? think Patents. Artistic or creative? think Copyright.
Shapely form to protect? think Designs.
The Intellectual Property Office is the Government agency responsible for IP in the UK. If you need help and advice on Trade Marks, Patents, Copyright or Designs then contact us on: 08459 500 505 enquiries@ipo.gov.uk www.ipo.gov.uk.

01633 814 708www.ipo.gov.uk

Invest Wirral

Invest Wirral will help your company locate or expand in Wirral by providing information and guidance which includes searching for business premises through a property database, links to partners for recruitment and training provision, and ongoing business support to help with future expansion..

0151 650 6915www.investwirral.com

Jobcentre Plus

Jobcentre Plus offers free Vacancy Advertising to all employers, and Recruitment Advisory Services to employers who would like us to work with them to help access a wider pool of talent. Through this service, you can access a variety of practical and financial support to help you manage your recruitment.

0151 802 2077.....www.jobcentreplus.gov.uk

Kinesis Marketing Limited

Are you looking for the perfect marketing & design partner to develop stimulating ideas that will promote your company? Then you've made the right move, just a little activity on your part and hopefully you'll find our stand. Kinesis is unlike any other marketing agency you may have met. We'll never make promises we can't deliver and we keep things straight to the point and in plain English. Allow us to introduce you to a common sense approach to marketing. No jargon, no high consultancy fees, just proven results. Something that sets our clients apart and stimulates their growth. Kinesis: movement or activity in response to a stimulus.

01925 62 62 82.....www.kinesismarketing.co.uk

LEAD / University of Liverpool

LEAD is a unique leadership programme offered by the University of Liverpool, designed specifically around the needs of SME owner-managers with up to 20 employees. Past delegates credit the course with having a significant impact on their business - 90% witnessed an average £200,000 increase in turnover. It allows you to work ON the business not IN it, and tackles practical issues rather than focussing on theoretical concepts.

0151 795 3333www.businesslinknw.co.uk/lead

Learning and Skills Council Greater Merseyside

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

.....**www.allmerseyside.net**

Lees Lloyd Whitley

Lees Lloyd Whitley Solicitors is a large, well established and innovative Law Firm. We are able to service a range of corporate clients with the range of expertise provided by a large firm as well as providing the personal attention associated with a smaller practice.

0800 731 2947www.llw.co.uk

Metropolitan Borough of Wirral - Corporate Procurement Unit

The Corporate Procurement Unit (CPU) provides specialist support to Wirral Borough Council Departments and in all tasks relating to the acquisition of a wide range of goods and services. Created in October 2003, the Unit's aim is to improve and modernise the Council's procurement function. The Council aims to deliver high quality services that will best meet the current needs of local people. The Unit seeks to act as the champion and co-ordinator for Council procurement as a single organisation and promote standards of Excellence in the procurement of supplies, services and works which help deliver the Council's key corporate objectives.

0151 666 3388www.wirral.gov.uk/ProcInternet/

Mills Media

Established over 130 years, Mills Media offer a complete range of marketing support services from our modern 10,000 sq foot HQ. Including Conference production, Event management, Exhibition design services, Graphics Video production and Commercial photography. Supported by our highly skilled team we cover the UK and overseas. Please visit www.millsmediagroup.com.

0151 649 3600www.millsmediagroup.com

Natural Ranks SEO

NaturalRanks.co.uk is an Internet Marketing consultancy based in the North West. We help businesses appear higher in the Google results to drive more customers to their websites. We offer Search Engine Optimisation consultancy, hands-on website development along with SEO training and events.

07595 039 210www.naturalranks.co.uk

Neet Futures CIC

Neet Futures CIC is a social enterprise providing training and consultancy in the following areas:

- * SIA Training
 - * Personal Licence Training
 - * Award in Responsible Alcohol Retailing
 - * Third Sector Training
 - * Personal & Social Development
 - * Bespoke Training
- We specialise in working with individuals who have barriers to gaining employment and have experience of working with Jobcentre Plus and LSC clients

0151 651 1571.....www.neet-futures.org.uk

NHS Wirral Working 4 Health

Wirral Working 4 Health offers individualised advice and support to employees on sick leave, employers and Wirral residents on working age benefits. Customised awareness raising and support is available to Wirral employers seeking to improve workforce motivation and staff retention.

0151 630 8383www.wirral.nhs.uk

No Guru Ltd

No Guru have been appointed to deliver "LEAD" a ground breaking new initiative from the North West Regional Development Agency. The Programme is aimed at leaders of small businesses and pilot programmes have delivered excellent results for leaders and their business.

0844 873 1226.....www.noguru.net

Northern Business Advisers

Northern Business Advisers (NBA) are a network of accredited Business Advisers, with a wide range of functional expertise and industry knowledge. NBA provides practical advice and support for your business, helping you identify and achieve what you want from your business. Come and meet with us on our stand to organise a free Business Review.

.....**www.northernbusinessadvisers.co.uk**

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01695 682 044www.re-wirral.co.uk

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0808 231 0808www.talkingresultsltd.co.uk

The Chartered Institute of Marketing

Whether you are just starting up or a well established business, take advantage of our FREE marketing clinics with local Chartered Marketers. Visit us on our stand and let's see if we can help grow your business with professional marketing advice.

07813 669 305.....www.cimnorth.co.uk

The Priory Group

The Priory Group incorporates the Priory Partnership, Priory Financial Management and Priory Mortgage Services. We are Chartered Accountants, Financial Advisers and Mortgage Advisers based in Birkenhead and Chester. We offer the full range of accountancy, taxation, business and financial advice to individuals and businesses of all types. For more information please call Pam Knight on 0151 649 3900 or see our website www.the-priory.co.uk.

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The Utility Warehouse

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Think Local

Think Local Media Ltd is a community - focused communications company created to help local businesses survive and prosper during this recession and beyond.

- * Think Local Publication delivering your sales message into 5,000 highly targeted homes; 18 editions covering 90,000 homes in total.

Think Local On-Line - interactive local community involvement.

Think Local Wirral-Wide mailbox: for those businesses that need volume leaflet distribution on the peninsula.

0151 650 6950.....www.thinklocalwirral.com

Wirral Chamber of Commerce & Industry

Wirral Chamber of Commerce and Industry was established in 1910 by business to represent and protect the interests of the businesses in the borough. These aims remain our core objectives and we strive to fulfill them. Our wide range of services, support and opportunities are designed to keep our members ahead of the competition. We are the voice of Wirral's business community and everything we do is focussed on delivering success for your business. All of our members benefit from the world class services we offer. From training to trade missions, representation to networking, we can help you operate more effectively and productively. Whatever your business, Wirral Chamber is here to help you!

0151 647 8899www.wirralchamber.org.uk

Wirral Metropolitan College

Wirral Metropolitan College has an excellent reputation for delivering high quality, flexible training solutions to local businesses across all sectors.

We will listen to your challenges and work closely with you to find a bespoke solution. This can include accessing grants and funding to support your training.

Telephone: 0151-551-7777 (Switchboard) www.wmc.ac.uk.

0151 551 7610 (Employer Services)www.wmc.ac.uk

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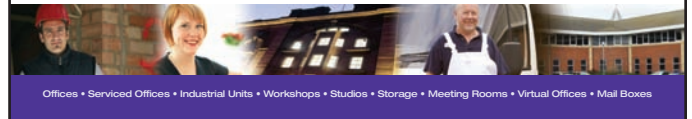
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or call us on: 0870 754 1105

Kinesis: movement or activity in response to a stimulus.



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Come along to our 6th FREE Annual Networking Event on 22nd October 4.30-7.30pm at The Village Hotel in Broughton. There are 160 places available but demand is high so reserve your seat today.

email@the-priority.co.uk www.the-priority.co.uk

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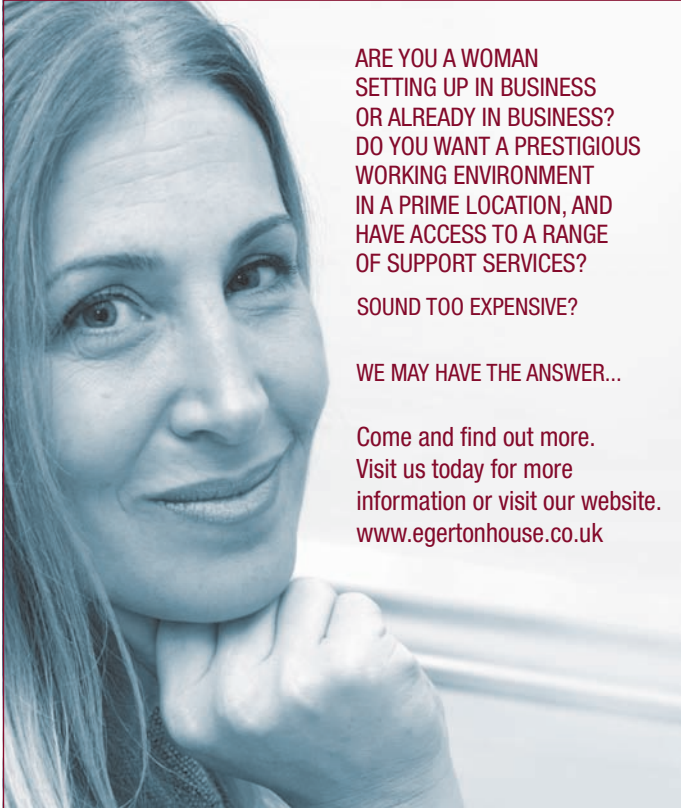
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www.talkingresultsltd.co.uk
hello@talkingresultsltd.co.uk
<http://twitter.com/talkingresults>



Ⓛ p.s. Switch on your Bluetooth at the Wirral & Chester Business Fair to receive a voucher for £100 off our Pro28 Bluetooth Marketing Unit!

millsmedia

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www.millsmediagroup.com

2 Morpeth Wharf, Twelve Quays, Wirral CH41 1LF

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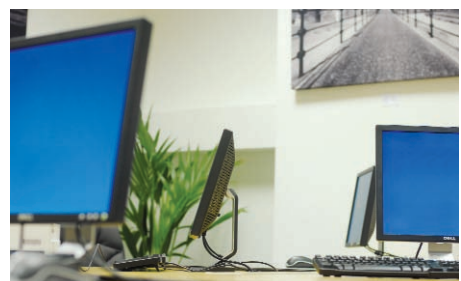
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