



Seminar Programme

Monday 1 March 2010

11.30am - David Beech - David Beech Marketing

‘Looking at your business through the customer’s eyes - The key to exceeding their expectations’

David will share some practical thoughts on best practice, including looking at presentations, effective communication and branding.

1.30pm - David Fenn - British Assessment Bureau

‘The latest information on international standards’

David Fenn, chief executive of the British Assessment Bureau, will be running a short session on the latest ISO certifications that could benefit YOUR business.

2.30pm - Simon Hamp - Flipstorm

‘You’re doing it wrong - The future of the web in business’

Simon will highlight the recent advances and trends in the use of online business solutions and how businesses can maximise their return by using social media.

He will also cover how to improve your organic search position.



Seminar Programme

Tuesday 2 March 2010

11.30am - David Beech - David Beech Marketing

‘Looking at your business through the customer’s eyes - The key to exceeding their expectations’

David will share some practical thoughts on best practice, including looking at presentations, effective communication and branding.

1.30pm - David Fenn - British Assessment Bureau

‘The latest information on international standards’

David Fenn, chief executive of the British Assessment Bureau, will be running a short session on the latest ISO certifications that could benefit YOUR business.

2.30pm - Tonya Cull - BlueLime Recruitment

‘Placing the right people in the right promotional roles’

Tonya Cull will be running a session introducing her specialist recruitment business for the promotional merchandise industry and giving her top tips on how to find the right person for your business.