

# #MicroBizMatters Day

Hosted and in association with 

## Attendee Welcome Pack

EKM Systems  
Caxton Road, Fulwood  
Preston PR2 9ZB  
0333 004 0333

**EKM.COM**

# About #MicroBizMatters Day



## What is #MicroBizMattersDay?

#MicroBizMattersDay is an annual (second friday of each new year) day of recognition, action and learning for micro business owners. 95% of all businesses in the UK, that's 5.5 million are micro businesses, which includes businesses who employ 0-9 employees and make under £2 million in turnover per annum.

In 2012, Tina Boden and Tony Robinson OBE, co-founded and launched an informal online community to help other micro business owners in the UK. Formally known as the Enterprise Rockers. #MicroBizMatters Day is based on 4 campaigns which are: #NotAnSME, #PayIn30Days, #Indie25ER and #MicroBizMatters.

This event is a chance for all micro business owners to get involved and support one another. #MicroBizMatters Day is supported by all the national small business membership organisations and hundreds of regional and local networks of business owners.

## How to get involved

Simply search for #MicroBizMatters Day on Twitter or Facebook, to see all the posts in the run up to the event and if you like, take your own pictures on the day of the event to post, tag us @EKM\_UK and include #MicroBizMatters #Indie25ER #PayIn30Days and #NotAnSME.



@EKM\_UK



@EKM



@EKM\_UK

# Speakers and Agenda

## Auditorium

### Presented by Adam Corbally

Adam Corbally is an inspirational speaker who got his start in 2012 after he reached the final in season 8 of the hit T.V. show "The Apprentice" and very soon after became a member of the professional speakers association.



---

10:00 AM **An introduction to #MicroBizMatters**

**Tina and Tony, #MicroBizMatters**

---

10:15 AM **Why you've got to love what you do**

**Antony Chesworth, EKM**

Antony at 21 years old started what is now one of the UK's best ecommerce platforms, all from his bedroom - EKM. He'll be speaking all about what it's like to get a business off the ground and why you have to do what you love.



---

11:30 AM **Success is all about the mindset**

**Camilla Ainsworth, M+LKPLUS**

Camilla Ainsworth is the founder and CEO of M+LKPLUS, and the youngest ever finalist on BBC's 'The Apprentice'. The fitness enthusiast discovered her dairy intolerance in Australia and set out to create an alternative. She'll be talking about the creation of M+LKPLUS and the mindset to success.





# Speakers and Agenda

## Auditorium

### 13:15 PM **Mind the generation gap**

**Will Shepherd, Black Sheep Biz**

Will works as a Creator at Black Sheep Biz, an organisation that strives to create positive change in business culture. He'll be speaking about generation gaps in the workplace.



---

### 13:45 PM **How my 9-5 nearly killed me**

**Paul White**

2018 Young Lancastrian of the Year Paul White ran a marketing agency, was the leader of Pendle Council and founded the Modern Milk Man. All this lead to a diagnosis of heart failure which was the final straw and Paul set out to focus on his businesses. He'll be talking about how his 9-5 nearly killed him and how he now manages 3 businesses sharing tips and advice.



---

### 14:45 PM **The trials and tribulations of starting a business**

In a Q&A style panel, we'll be asking Kirsty, Adrian, Amanda, Sunny and Kirsty all about the challenges they faced in business and how they overcame them to become successful. This session will be open to audience questions.

**Kirsty Henshaw, Kirsty's**

Kirsty Henshaw started Kirsty's 10 years ago after discovering her son was allergic to nuts and intolerant to gluten and dairy. She entered BBC's Dragons Den in 2010 and secured investment from the Dragons to make her business a reality.



**Adrian Ashton**

Adrian Ashton is a recognised and accredited enterprise consultant helping businesses to succeed, specifically aimed at charity/not for profit sector. After working in management, Adrian decided to use his skill to help local groups and national projects.



# Speakers and Agenda

## Kirsty O'Brien, Blenheim Candles

Kirsty O'Brien is the director of Blenheim Candles, a Preston-based business that makes luxury candles. Kirsty started Blenheim Candles out of a passion for fragrance and has been creating unique candles and home fragrances for many years.



## Amanda Crossley, Concierge Ninja

Amanda Crossley is the founder and Chief Personal Concierge at Concierge Ninja, a company dedicated to helping busy professionals in their day to day life and started her business after leaving the military and becoming a mother.



## Sunny Sandwell, Fun At Work

Sunny helps businesses realise how giving fun a purpose will lead to a significant impact on culture, productivity and profitability. As a leader of businesses that have been awarded Employer of the Year, Service Business of the Year and Lancashire Business of the Year, she enjoys sharing her experience and knowledge through mentoring and talks.



---

## Board Room

### 11:30 AM Optimising your sales funnel for 2020

#### Richard Few & Jonathan Finch, Sales Geek

Over the last few years, Sales Geek have helped hundreds of businesses take their sales figures, and businesses, to the next level. Richard and Jonathan from Sales Geek will be running a 30 minute workshop on how you can fill, fix and flip your sales funnel.



---

### 13:15 PM Growth first, scale second

#### Matt Simmons, fulfilmentcrowd

Matt focuses on collaboration by partnering with like-minded organisations to create an expanding fulfilment network and deliver fast, sustainable growth. Matt will be talking about how to scale an ecommerce business.



# Speakers and Agenda

## Board Room

13:45 PM **The future of print on demand**

**Alex & Amy Cunliffe, Inkthreadable**

Alex and Amy Cunliffe founded Inkthreadable after they had begun printing and embroidering clothing online at aged 16. They realised there was a gap in the market for print on demand and fulfilment and Inkthreadable grew from there and will be talking about what the future holds for print on demand services.



14:45 PM **What they don't tell you about starting a business**

**Jason Thickpenny, Rocket Railways**

Jason started Rocket Railways after seeing the enjoyment of families when they were creating a model railway layout and he wanted to bring that happiness to other families. He'll be talking about all the things no one told him when starting a business and how he overcame them.



15:30 PM **PR in the digital age | how to get coverage**

**Richard Slater**

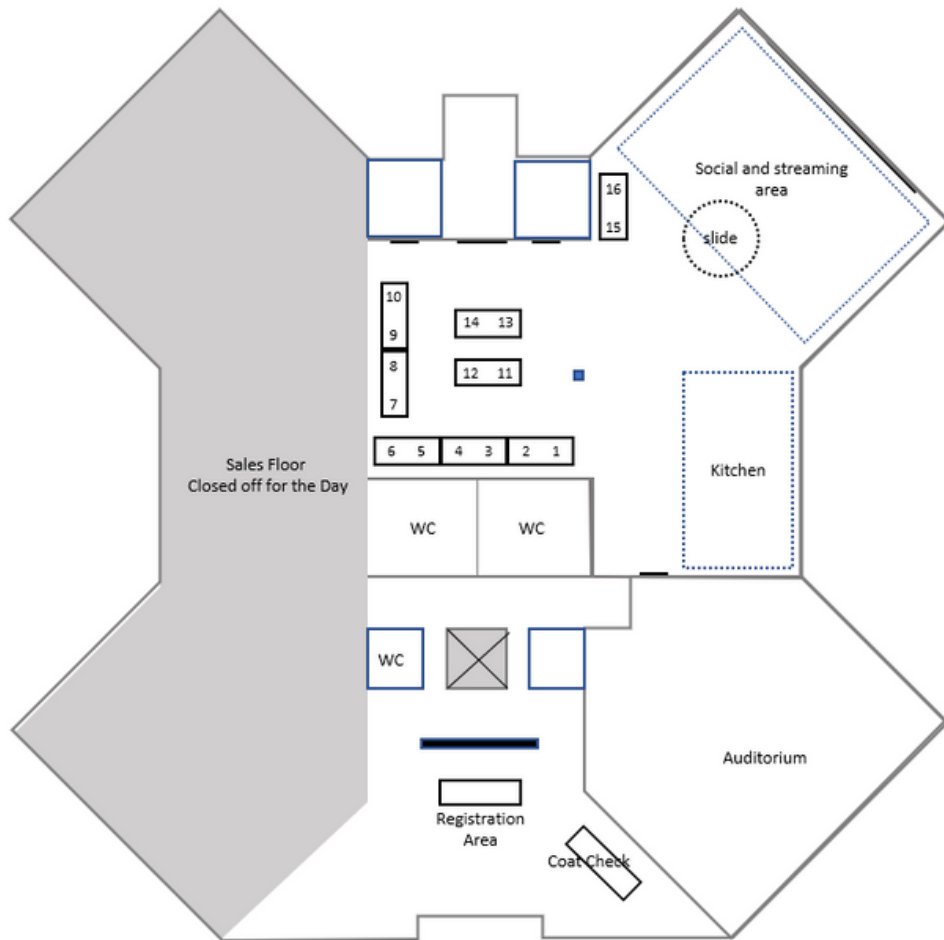
Magazine publisher, event creator, comms advisor, events host and facilitator, weekend rock star. Founded Slater PR, now Limitless PR in 2001 as well as Lancashire Business View Magazine in 2005, Red Rose Awards in 2011 and Fettle Events in 2013. Richard will be talking about how to generate the right PR coverage for your business.

---

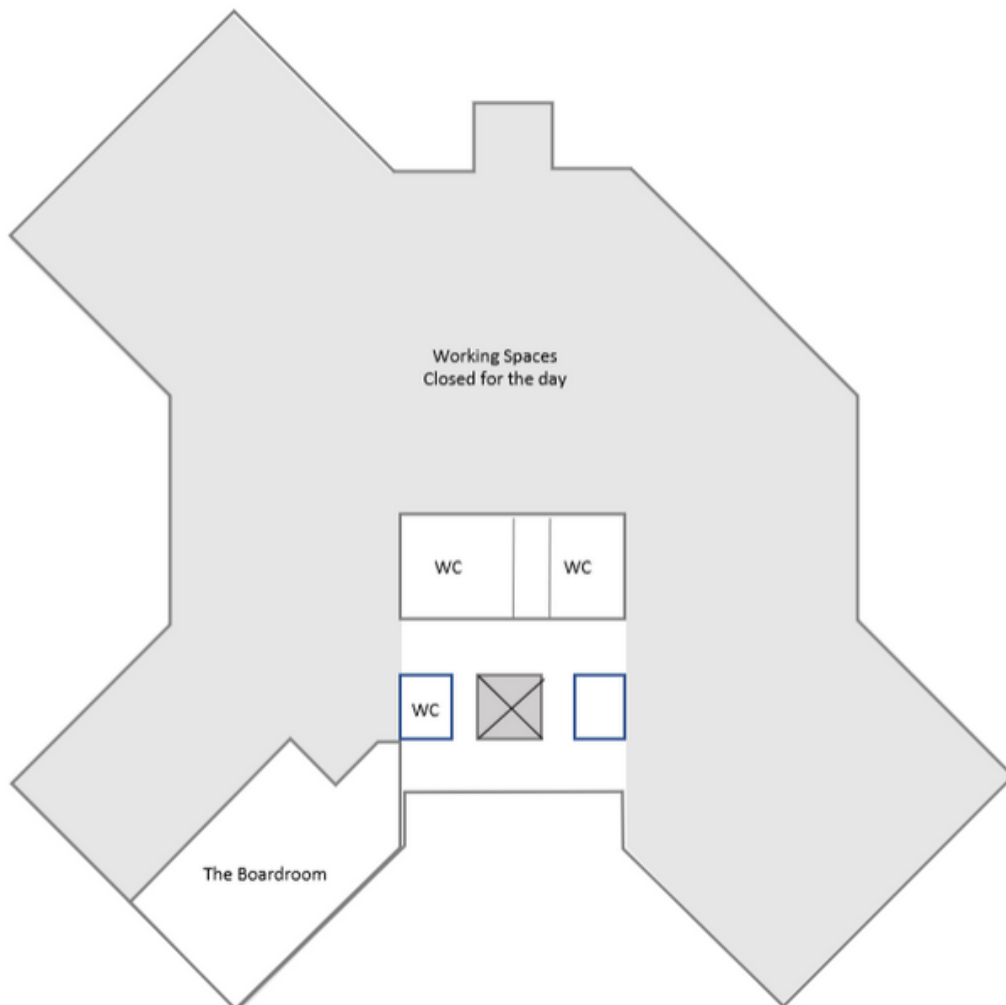


# Getting Around

## Ground Floor



## First Floor



## From the M6

### **NORTHBOUND:**

At junction 31A, take the B6242 exit to Preston(E)/Longridge

At the roundabout, take the 3rd exit onto B6242

When the road ends, take the roundabout right onto B6241

At the roundabout, exit right towards ASDA, you will see EKM on your left.

Turn left onto Caxton Road, EKM is the first drive on the left.

### **SOUTHBOUND:**

Use Junction 32 onto M55 and follow the directions below.

## From the M55

At Junction 1, take the A6 exit towards Preston/Garstang.

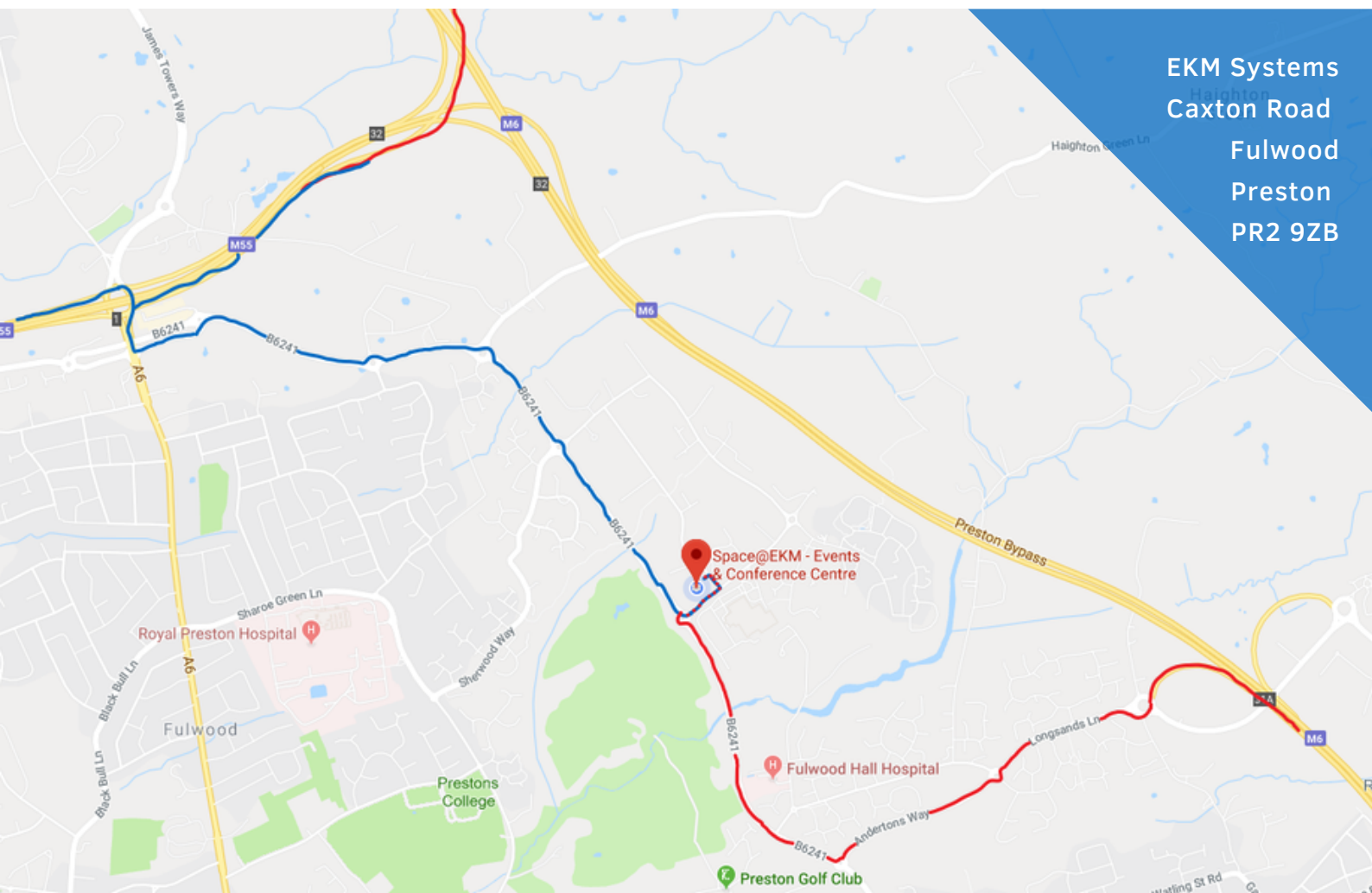
Take the first left onto Eastway/B6241.

At the roundabout, take the 3rd exit, turning right to stay on Eastway/B6241.

Continue on Eastway/B6241 through the next 3 roundabouts.

At the 4th roundabout, exit left towards ASDA, you will see EKM on your left.

Turn left onto Caxton Road, EKM is the first drive on the left.







## No car? No problem!

Preston Train Station is only a 15-minute taxi journey away.  
The 23 bus from Preston City Centre stops just outside EKM.

## Need help?

If you have any questions before the big day, please contact  
us at [events@ekm.com](mailto:events@ekm.com) or call Rachel on 07525753892