



Press Release

Inaugural Business Week launches in King's Lynn

Discover King's Lynn (King's Lynn BID) launch King's Lynn's first ever 'Business Week'

The event, which runs from 15-18th October will see Discover King's Lynn, the Business Improvement District for King's Lynn organise the first ever business week for the town.

The week is set to be an annual celebration of all things business; celebrating the diverse range of high quality services, skills, expertise, talent and entrepreneurship that exists in our town and offering inspiring and informative workshops, B2B networking opportunities and a chance for our professional services to showcase their offer to customers at a Meet the Experts event on Tuesday 16th October.

Sessions throughout the week include opportunities for free training around Cloud accounting with SAGE Software, wellness in the workplace, how to make the most of LinkedIn, protecting your business against cybercrime, Employee Engagement, plus talks around the regeneration of King's Lynn and a highly engaging and practical session from Matt Sykes around understanding how people want to buy.

BID Manager Vicky Etheridge commented, we have a wide range of activities scheduled throughout the week so whether you are looking for practical advice for your business, how to improve your sales pitch or tips on wellbeing at work, there is something for everyone – she continued, sessions are free but must be booked in advance.

She continues, on 16th October we are looking forward to welcoming members of the public to Alive Corn Exchange for our 'Meet the Experts' event. This is a great opportunity for the public and other businesses in the Borough to find the right professional to suit their needs, whether that is legal advice, financial or tax advice, marketing and PR, it is also an opportunity to gather valuable information and advice from organisations like the Dept. for Work and Pensions / Job Centre, The Borough & County Councils, New Anglia Local Enterprise Company and the College of West Anglia apprenticeship team just to name a few.

The week rounds off with a trio of speakers at 'The debating chamber' and will include talks from local businessman Simon Ring of Ring Associates, on his experience from 18 years of trade in King's Lynn. He will be joined by Chris Scargill from Larking Gowen with statistics and insights into the value of tourism to our local economy and the formidable Wayne Hemingway who will share his insights from his journey from fashion designer to placemaking and coastal regeneration.

Chairman of Discover King's Lynn Darren Taylor said "We are delighted to be organising our first Business Week for the town. King's Lynn has a vast amount of professional services and the event is designed to showcase this, but also to offer opportunities to broaden knowledge bases and network with industry colleagues.

-Ends-

For press enquiries, please contact Abbie Panks abbiepanks@vancouverquarter.com

Notes for editors:

Programme and Guest Speakers

15th - 18th October 2018

Events

Cloud Accounting with SAGE Software

Monday 15th October

5.30pm, Yours Business Network

As a VAT-registered business over the £85,000 threshold there are major legislative changes coming that will affect your business. Why act now? Making Tax Digital is the biggest change in UK VAT legislation in recent history and means that from April 2019 businesses above the VAT threshold (£85,000) will need to submit their VAT return through commercial software.

Making Tax Digital is a significant change to tax legislation by HM Revenue & Customs and will impact you. This session will talk through your options for how you can get ready for this big change with the help of Sage. Sage already offers compliant software through its Sage Business Cloud, including the latest version of Sage 50 – Sage 50cloud v24.2, and Sage Business Cloud Accounting.

The Seminar will offer the following:

- Full Making Tax Digital Overview – how it affects you
- HM Revenue & Customs Making Tax Digital Full Requirements
- Sage Software Solutions
- Questions & Answers

This session is hosted and sponsored by Mapus-Smith & Lemmon

[Book Now](#)

Why People Don't Buy - How to Sell Yourself & Your Business - Matt Sykes

15th October

7.30am King's Lynn Town Hall

Matt Sykes is the Founder of Salescadence, a training company that helps businesses find, win and keep customers by aligning their product or service to the logical way that people buy.

He is the author of 'Sales Glue', a book that people are describing as the original self-help book for Sales Professionals and host of The Salescadence Podcast.

In this highly engaging and practical session, Matt will demonstrate that growing your business has very little to do with how good you are at selling, but everything to do with understanding how people want to buy.

He'll encourage audience participation and invite people to actively network during his keynote. So if you're looking to meet a room full of like-minded people who are passionate about helping more people benefit from what they sell, grab one the final few tickets remaining and get involved.

This free session includes coffee/tea and breakfast.

[Book Now](#)

The Regeneration of King's Lynn

16th October

5.30pm, St Nicholas Chapel

Hear from Jemma Curtis, Regeneration Programmes Manager and Ostap Paparega - Regeneration & Economic Development Manager at West Norfolk Borough Council about current and planned investment in the town, growth potential and key projects that will help bring the planned growth to fruition, including latest progress on the Nelson Quay riverfront development, Heritage Action Zone initiatives and Nar Ouse Enterprise Zone.

This presentation will be followed by 30 minutes of Q&A

[Book Now](#)

Employee Engagement with Cassandra Andrews

Tuesday 16th October

7.30am, Alive Corn Exchange

Engaged employees show consistent levels of high performance, are emotionally committed to your business and are passionate about improving customer service and efficiency.

In this breakfast session with Cassandra Andrews, find out more about how employee engagement can help your business to grow and be profitable.

[Book Now](#)

Making the Most of LinkedIn

Wednesday 17th October

4.30pm, Yours Business Network

As part of Business Week To The End will be giving a talk along with their sister company Fluential on how businesses can make the most out of LinkedIn.

In this informative free session Damien Cross and Harry Seaton will cover beating the algorithm, engaging with your audience and techniques to achieve this.

They will also go over how to make the most of video content on LinkedIn.

[Book Now](#)

King's Lynn Cocktail Evening with Norfolk Chamber

Wednesday 17th October

6-8pm, Bank House Hotel

Norfolk Chamber are inviting businesses in West Norfolk to join them for an evening of cocktails, canapes and networking.

As well as sampling delicious cocktails made by the bar staff at Bank House Hotel, there will be demonstrations so you can learn how to make and enjoy these at home.

This session is £10 and can be booked via Norfolk Chamber using the button below

[Book Now](#)

Protecting Your Business Against Cybercrime

Wednesday 17th October

7.30am, Yours Business Network

Cyber security applies to every business, regardless of the size or the industry! It doesn't matter whether your business is big or small or whether your business deals with high amounts of technology or none, every business is at risk to hackers. The threat of a cyber-attack to your business is more real today than ever before. Take control now and avoid the potentially devastating consequences of a successful hack on your organisation.

Join us for an informative update on the world of Cyber Crime - This knowledge could save you and your business from being defrauded. Hear from your local Business Growth Enabler, Andy Gray about cybercrime in your area and how planning & education can often prevent some common scams.

Together, we are working to support businesses to protect against these cyber threats. This short event will give you some top tips to take away on how to spot potential fraudulent activity.

[Book Now](#)

Wellbeing in the Workplace

Thursday 18th October

7.30am, Yours Business Network

Michelle Gant, founder of the The Engaging People Company has built upon her personal values and beliefs around engagement, wellbeing, and the right of people to be happy.

She is truly committed to making companies people satisfaction-centred – as this has a direct correlation to business success.

In this session, Michelle will be focussing on individual well being and the role and responsibility of managers of how to support their team.

[Book Now](#)

Meet the Experts

Tuesday 16th October 9am-2pm

This is a 3-in-1 exclusive opportunity for BID Levy payers to;

1. pitch their services to other businesses in the BID,
2. gain new customers from King's Lynn and the surrounding area
3. gather valuable information and advice for their business from organisations like the Dept. for Work and Pensions / Job Centre, The Borough & County Councils, New Anglia Local Enterprise Company and the College of West Anglia apprenticeship team just to name a few.

This event is free for all levy payers but space is limited. Click on the link to book your stand.

[Book Now](#)

The Debating Chamber

Thursday 18th October

Dukes Head Hotel 5.30pm

We're delighted to bring together three brilliant, inspiring and thought provoking speakers for our final evening of Business Week. Hosted by Discover King's Lynn (BID) this event aims to inspire and spark discussion about the future of our town centre.

Our three speakers come from very different backgrounds; Simon Ring is a successful local businessman whose company Ring Associates has doubled in size in the last 4 years.

Chris Scargill from Larking Gowen has some surprising statistics and insights into the value of tourism to our local economy and the formidable Wayne Hemmingway will share his insights from his journey from fashion designer to placemaking and coastal regeneration.

This session starts at 5.30pm with drinks, before the main session commences at 6pm, followed a Q&A from 7.15pm.

[Book Now](#)

GUEST SPEAKERS



Wayne Hemmingway

Born in 1961 and brought up in Morecambe, Lancashire. It's fair to say that Wayne's childhood experiences and early career decisions don't seem the most appropriate for someone who has since become one of Britain's most acclaimed designers, but, as Wayne likes to point out, being appropriate was never one of his strong suits.

Wayne headed south to University College, London where in 1979 he gained a degree in Geography and Town Planning. Shortly afterwards he took a decision which sealed his fate forever; he "borrowed" his and childhood sweetheart (now wife) Geraldine's rent money to buy practice space for his band. To recoup the cash, he sold the contents of their wardrobes at Camden Market. The rest, as they say is history; Wayne & Geraldine went on to create the global fashion label, Red or Dead.

After 21 consecutive seasons on the catwalk they sold the Red or Dead label in a multi-million-pound deal and in 1999 embarked on a new adventure; Hemmingway Design.

Wayne has spent 6 years as a Design Council Trustee, supports the Mayor of London as a Design Advocate and was awarded an MBE in the Queen's Birthday Honours in 2006. He is a Professor in the Built Environment Dept of Northumbria University, a Doctor of Design at Wolverhampton, Lancaster and Stafford and an Honorary Fellow of Blackburn College, the University of Cumbria and Regents University.

Closer to home, Wayne is working with Freebridge Community Housing on the award-winning redesign of Hillington Square and more recently has been commissioned by the Borough Council to develop a vision for the regeneration of south beach, Hunstanton.

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Matt Sykes

Matt Sykes is the Founder of [Salescadence](#), a training company that helps businesses find, win and keep customers by aligning their product or service to the logical way that people buy.

He is the author of '[Sales Glue](#)', a book that people are describing as the original self-help book for Sales Professionals and host of [The Salescadence Podcast](#).

In this highly engaging and practical session, Matt will demonstrate that growing your business has very little to do with how good you are at selling, but everything to do with understanding how people want to buy.

He'll encourage audience participation and invite people to actively network during his keynote. So if you're looking to meet a room full of like-minded people who are passionate about helping more people benefit from what they sell, grab one the final few [tickets](#) remaining and get involved.



Simon Ring

Simon started his career as a Trainee Building Society Manager at the Nationwide in King's Lynn in 1985, at the age of 19. He was soon promoted to manager in 1987, taking over a branch office in St Albans.

He later decided that he wanted to be able to give advice of a more general nature to people and to raise a family in his home town of King's Lynn, so he sought out wider experience than just lending and got a job working for Standard Life.

In 1989, Simon set up as an Independent Financial Adviser. After being a sole trader for a while and running a successful partnership, he joined other advisers locally to create Fenton Financial Services Ltd. Five years later, Simon left to establish Ring Associates Ltd on the 20th October 2002. The ethos then and now is very much about putting client needs at the heart of all advice and delivering a service which offers real value for money.

Simon tries hard to find the time to study for exams to obtain Chartered status as an adviser. Simon has a passion for history, is a big Bath rugby fan and tries to practise what he preaches; he recently ticked off one of his bucket list when he completed the Inca Trail to Machu Picchu.

In his talk, find about his experiences of 15 years of business in King's Lynn, going from 3 -50 employees.



Cassandra Andrews

More than a HR professional, Cassandra is an expert in the field of Employee Experience. With 17 years of operational HR experience, combined with owning her own recruitment agency and food produce business has taught her what's required to engage a workforce.

From her experience gained in both the private and not for profit sectors across a wide range of industries including retail, manufacturing and care she has learned that to achieve long term success and profitability you fundamentally have to connect with your employees through empowerment, development and respect which in turn builds trust, loyalty and a workforce that will be committed to delivering an exceptional Customer Experience.

In Cassandra's breakfast session, find out more about how employee engagement can help your business to grow and be profitable.

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Ostap Paparega and Jemma Curtis

Jemma Curtis, Regeneration Programmes Manager and Ostap Paparega, Regeneration & Economic Development Manager at West Norfolk Borough Council join us to discuss current and planned investment in the town, growth potential and key projects that will help bring the planned growth to fruition, including latest progress on the Nelson Quay riverfront development, Heritage Action Zone initiatives and Nar Ouse Enterprise Zone.

This talk will be followed by 30 minutes of Q&A



Michelle Gant

The Engaging People Company was founded by Michelle Gant and is built upon her personal values and beliefs around engagement, wellbeing, and the right of people to be happy. She is truly committed to making companies people satisfaction-centred – as this has a direct correlation to business success.

Michelle has extensive experience in engagement, communications, coaching, facilitation and as a writer. She was previously employed as Director of Engagement with a not for profit housing provider, establishing their approach to engagement and leading their successful entry on the Times Top 100 list, three years in a row.

In addition, Michelle is an experienced and focused communicator and has developed and delivered targeted communications and campaigns for a wide variety of organisations and projects. She also

has experience of embedding wellbeing within organisational culture, and delivering activities which promote and support wellbeing.

Michelle believes in the importance of coaching for people development and is an experienced and qualified coach and mentor. She has extensive experience of facilitating a wide array of meetings and events. Michelle also holds a qualification in Strategic Management and Executive Leadership.

In Michelle's [breakfast session](#), Michelle she will be focussing on individual well being and the role and responsibility of managers of how to support their team.



Andy Gray

Natwest Business Growth Enabler for Norfolk, helping small and medium size business with support, development.

In Andy's session he will be covering, how to protect your business against Cybercrime

Cyber security applies to every business, regardless of the size or the industry! It doesn't matter whether your business is big or small or whether your business deals with high amounts of technology or none, every business is at risk to hackers. The threat of a cyber-attack to your business is more real today than ever before. Take control now and avoid the potentially devastating consequences of a successful hack on your organisation. Join us for an informative update on the world of Cyber Crime - This knowledge could save you and your business from being defrauded. Hear from your local Business Growth Enabler, Andy Gray about [cybercrime](#) in your area and how planning & education can often prevent some common scams. Together, we are working to support businesses to protect against these cyber threats. This short event will give you some top tips to take away on how to spot potential fraudulent activity.