

## PROGRAMME

## Sefton Economic Forum and Masterclasses

Wednesday 30<sup>th</sup> October 2013,  
Ramada Plaza Hotel, Southport, PR9 0DZ

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|-------------|---|
| 11:30am     | Registration and refreshments   |
| 12:00pm     | Welcome & Introduction  |
| 12:10pm     | Councillor Peter Dowd   |
| 12:15pm     | Paul Redmond, Graduate to Merseyside, the University of Liverpool. An introduction to University services and specifically Graduate to Merseyside and the services they offer, talk on innovation in a skills context and what this means for business  |
| 12:45pm     | Alan Welby, Executive Director – Key Growth Sectors at the Liverpool City Region Local Enterprise Partnership (LEP). Introduction to Liverpool LEP, overview of the Key Growth Sectors, the wider Innovation Strategy and what it means for Sefton businesses, explanation of the hard and soft aspects of innovation, explanation as to who the providers are within the field of innovation, examples of how innovation can drive business growth |
| 1:00pm      | Jason Barker, MD, CNC Robotics – the journey to success   |
| 1:10pm      | Next Steps, Mark Long, Head of Economy & Tourism  |
| 1:20pm      | Q&A Panel   |
| 1:30pm      | Business Networking Luncheon  |
| 2.10pm      | Registration for Seminars and Masterclasses   |
| 2:15-2:55pm | Marketing Strategy Presentation, Dr Jenny Poolton, University of Liverpool  |
| 3:00-3:40pm | Leadership & Management Presentation, Victoria McCall, University of Liverpool  |
| 3:45-4:20pm | Masterclass 1: Diversifying your business<br>Masterclass 2: Supply Chain<br>Prof Andy Lyons, University of Liverpool (Leading authority on supply chains and logistics)   |
| 4:25pm      | The way forward, Gavin Quinn, Investsefton Business Development Manager   |
| 4:30pm      | Close   |

To register for this event [CLICK HERE](#), or call us on: 0151 934 3450.