



**Date: 18 November 2010**  
**Start Time: 10 a.m.**  
**Venue: Formby Hall Golf Resort**

## Seminars

- Communicate effectively in business
- Legal essentials for deal making & deal breaking
- Successful tendering
- Develop your business to trade overseas

## Presentation & Discussions

- "What Local Enterprise Partnerships will mean to your business" presented by Rod Holmes, Chair of The Mersey Partnership and the man credited with making Liverpool One a reality
- An interactive discussion about Sefton Council's Transport Plan and consultation on preferred strategy
- Q&A session with an expert panel
- Sefton Networker of the Year Awards 2010

The day will also offer plenty of opportunity for you to speak with a range of experienced advisers and professionals, and to network with fellow business owners and managers.

Spaces for this unique event are filling up fast so register now at [www.businessplussefton.com](http://www.businessplussefton.com)

For more information about the day call Kate Arnold on 0151 293 0505.

*Andy Wallis*

**Andy Wallis**  
**Planning and Economic Development Director**  
**Sefton Metropolitan Borough Council**



## Business Boot Camp (Incorporating The Sefton Economic Forum)

Formby Hall Golf Resort, Ambassador Suite

18<sup>th</sup> November 2010

### Event Programme

Time	Topic	Presenters
10.00am	Registration	
10.30am	<b>'Communicating to create leads &amp; sales' Seminar</b>	
10.30am (Alt' room)	<b>International Trade Session – 'Export Trade – The Next Phase of Your Development'</b> Sponsored by Inciner8	Led by David Finn, an international strategist and tax specialist.
11.30am	Registration for Sefton Economic Forum	
12.00pm	<b>Sefton Economic Forum</b> Welcome and Introduction of panel & format	Steve Dickson, Chief Executive, Sefton Chamber of Commerce and Industry
	<b>Local Enterprise Partnerships</b>	Rod Holmes, Liverpool City Region Economy Board & Chairman, The Mersey Partnership
	<b>Merseyside Local Transport Plan - Consultation on Preferred Strategy</b>	Stephen Birch, Team Leader, Strategic Transportation Planning Unit, Sefton MBC
	<b>Open questions session</b> <b>Networker of the year awards 2010</b>	Andy Wallis, Planning & Economic Regeneration Director, Sefton MBC
1.30pm	Buffet lunch/networking opportunities	
2.15pm	<b>Making a Deal and Breaking a Deal – T &amp; C's/Cost of credit/Closing and Negotiation</b> Sponsored by Barnetts Solicitors	EC Credit Control/Sefton Chamber of Commerce
2.15pm (Alt' room)	<b>International Trade Session – 'Export Trade – The Next Phase of Your Development'</b> Sponsored by Inciner8	2 <sup>nd</sup> opportunity to hear the morning session with David Finn
3.15pm	<b>'Selling through the tendering process' Seminar</b> Sponsored by Earle Consulting	Julie Swarbrick, Step up to Supply Programme Manager, Sefton MBC & Kevin Earle, Managing Director Earle Consulting
4.25pm	Driving range and networking opportunity in 19 <sup>th</sup> Hole bar	