

BBSA Members' Day 2019

Build your Business!

Friday 3rd May 2019

FREE for members

For this special centenary Members' Day we have four highly experienced expert speakers to help you generate more impact, more business, more oomph in your marketing and stand out from the crowd.

This is a must attend event for any member of any type, size or specialism wanting to grow their business.

Where: Wishaw Suite, The Belfry Hotel & Resort, Lichfield Road, Wishaw, Sutton Coldfield, B76 9PR

How to book: Just email Cath@bbsa.org.uk with the names of who will be attending from your business

Why Adwords are crucial to business success and how to get it right

David Browne - Scottish Shutter Company

About seven years ago, David Browne, co-founder of The Scottish Shutter Company stopped what he described as all the old-style advertising (Yellow Pages, Sunday glossies, newspapers, radio & TV) in favour of digital marketing using Google's AdWords and latterly Facebook and direct mail (snail mail and email) to attract new clients.

Since then the company has gone on to win several awards including Scottish Family Business of the Year and was runner-up in Best Family Business category at the recent Broons' Awards, run by The Sunday Post.

David was also presented with the Best Marketing Campaign Award at the National Entrepreneurs' convention in front of an audience of 1,500 UK entrepreneurs.

David first used the Google AdWords marketing platform in 2011 and it became obvious that this medium would be where the Scottish Shutter Company could shine and attract a lot more new clients.

David is now acknowledged as one of the UK's leading experts in the use of AdWords for small businesses.



Why pictures are key to getting heard in today's communication overload

Graham Shaw - Vision Learning

Graham is an international conference presenter and trainer. He specialises in advanced communication skills and has helped thousands of people to develop the professional skills required to make convincing messages and presentations.

He is best-known for his ability to convey business ideas with a quick sketch. His numerous conference audiences have been amazed to discover that they too can draw their ideas — a talent they never knew they had.

Graham is the author of the popular book *The Art of Business Communication* which was shortlisted for the UK's Chartered Management Institute's Management Book of the Year Awards 2016.

His new book *The Speaker's Coach: 60 secrets to make your talk, speech or presentation amazing!* was released on 5 March.

As a former manager in Corporate Training at British Airways, he has since provided consultancy expertise to amongst others: BBC, B&Q, Google, HSBC Bank, Siemens, Specsavers and Tesco.



Why numbers numb us but stories stir us

Anthony Tasgal (Tas) - P.O.V Marketing & Research Consultancy

Tas will explain how storytelling is critical to successful communication.

Tas runs his own training company and is a Course Director for the Chartered Institute of Marketing, the Market Research Society, the Institute of Internal Communication and the Civil Service College, running courses on Storytelling, Behavioural Economics, Insightment and Creative Briefing amongst others in the UK, US, China, Hong Kong, Australia, Sweden and UAE.

He is also a long-term Ad Agency planner and still freelances with several agencies and clients, such as currently helping the Royal Albert Hall tell their story ahead of their 150th anniversary.

He speaks regularly at international conferences and is the author of *The Storytelling Book*, the award-winning guide to using storytelling techniques to improve communication and presentations. His latest book is *The Inspiratorium*, a compendium of insight and inspiration.



Why customer service is vital for success

Andrew McMillan - Former Head of Customer Service at John Lewis Partnership

Andrew McMillan is an expert on employee engagement, customer experience and the leadership and culture required to create and connect the two. He spent 28 years working for the John Lewis Partnership, ultimately becoming responsible for customer experience across the department store division. He now advises organisations of all types and sizes, helping them to identify and develop a brand personality and to re-establish the core values that led to their success in the first place.

During his tenure John Lewis frequently won awards for customer experience and were regularly cited in the media as a leading customer-oriented organisation. He was also responsible for the management and resolution of the group's customer complaints.



Stay over, relax and network!

After the Members' Day & AGM we have a BBQ and the big pub quiz, followed by more events and celebrations on the Saturday — see over.

BBSA Centenary Celebrations

3rd & 4th May
2019
The Belfry Hotel,
Sutton Coldfield

Itinerary

Friday 3 May 2019

Members' Day – Build Your Business!

(see overleaf)

AGM

Members Only

16:00 – 16:45

There will be no presentations on BBSA matters at the Members' Day, but we will have a brief update at the AGM which follows.

BBQ and Centenary Pub Quiz

Open to all

19:00

£40 per person.

An informal end to Friday will see an extra special, themed pub quiz to mark the centenary. Prizes will be awarded to the top three teams.

Saturday 4 May 2019

BBSA Golf Tournament

Open to all

10:00am

£70 per person

The Belfry boasts three 18-hole golf courses across 550 acres and the BBSA golf tournament will take place on the fantastic PGA National course.

There are three cups to play for along with a number of prizes.

BBSA Excellence Awards and Dinner Dance

18:00 – 1:00

Open to all

£75 per person (special centenary offer - **buy one ticket, get one free**)

Dress: Black Tie

2019 sees the introduction of The BBSA Excellence Awards and the winners will be announced after dinner.

After the awards there will be a live band and dancing until 1:00am. We have a chill out area and casino tables with funny money.

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SPECIAL OFFER
2 tickets for the price of 1

| Event | Members Only? | Cost | How to book |
|--|---------------|--|---|
| Friday 3 May | | | Email: Cath@bbsa.org.uk |
| Members' Day | Yes | Free | |
| AGM | Yes | Free | |
| BBQ & Big Quiz | No | £40 per person | |
| Saturday 4 May | | | Book direct with Belfry by email: Zoe.butler@thebelfry.com and quote "BBSA" to get the rates shown opposite |
| Golf | No | £70 | |
| Awards Dinner & Ball Three course meal with wine. Live band | No | £75 per person Buy one, get one free | |
| Hotel Accommodation Based on 2 sharing a double room | | | |
| Thursday 2 May | No | £149 per room | |
| Friday 3 May | No | £139 per room | |
| Saturday 4 May | No | £139 per room | |