

Marketing Derby Annual Business Event

December 2008



A new city experience

Derby
does it

Derby's business community gathers at Annual Event



Bob Laxton MP and Stephen Boxall of Boxall, Brown and Jones



Julie Acred, Chief Executive - Derby Hospitals NHS Foundation Trust and John Forkin, Director - Marketing Derby

On a dark Friday dawn, in the middle of a recession, Derby's business community came together to create a positive vibe about the city's ongoing transformation.

Over 200 people from business organisations from all over the city gathered over breakfast at the Quad in the Cathedral Quarter for Marketing Derby's Annual Business Event. Being based in a new luxurious city centre cinema the event started and finished with two films - an excerpt from '25 Years of Derby Jazz' was followed by '100 years of Rolls-Royce in Derby'.

Introducing the Rolls-Royce film, Nicola de Doncker, Head of Communications Planning at the company, identified how technology and innovation had ran through the hundred years right up to today. Other speakers included:

- City Council leader Hilary Jones who stated her support for continued investment in Derby.
- Tim Shoveller, MD of East Midlands Trains who announced the new timetable on the London-Derby route delivering faster and more frequent trains, including a new VIP service.
- Brian Conway, Head of Government Relations at East Midlands Airport sketched out current airport growth and the fact that the group has won every airport customer experience award this year.
- Finally, Rachel Grimes and Matthew Montague, from the Derbyshire Community Foundation, were invited to raise awareness of their Match Maker Challenge, where the government has agreed to match £1 for £1 raised till 2011 (to a maximum of almost £1million).

Dealing in hope



Michael Copestake John Forkin

Marketing Derby Chairman, Michael Copestake and Director John Forkin gave keynote presentations on the challenge ahead in 2009. Greater emphasis would be made on supporting existing companies through the difficulties, as well as a pro-active targeted campaign to better position Derby to attract premium investment when the upturn happens.

The recession was a leadership challenge and it was the job of leaders to 'deal in hope'. John quoted Peter Drucker who had said '*leadership is a foul weather job*'. It was important that the city didn't bury its head and wait for the recession to finish but to use this opportunity to get Derby on the radar of future investors.

Materials launched at the event



Annual Report

This smart 20 page document summarises Marketing Derby's main activities during 2008 including the Derby Embassy events and the various local campaigns carried out to promote the city.



Bondholders Diary

A classy 2009 pocket diary with leather cover and including a page on each Marketing Derby Bondholder.

Make Your Mark

Promoting Derby as 'the UK's central, compact high technology city', this stylish brochure is a great introduction to Derby and is especially aimed at individuals with no experience of Derby. The brochure is ideal as a recruitment tool (sent out in your company application packs for example) and other companies have used it in their reception areas or when bidding for contracts or working with suppliers. It is available as a web link (www.derbydoesit.org).



Derby Investment Tube Map

This A3 fold out includes a tube map of investment activity and opportunity in the city centre. Essentially, the black line is complete, the red line is work in progress and the blue line is future development opportunities. Overall the tube map shows how Derby's £2billion masterplan is being phased.

The materials are available free of charge from the Marketing Derby office.

Date for 2009

We appear to have bagged that dark Friday morning spot - so next year's event will be held at breakfast on Friday 4th December - pencil it in your diary!

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Promoting the promise of our city

