

BONDHOLDER SPOTLIGHT

Thursday 13th October
8.00am-5.00pm

MD
Marketing
Derby



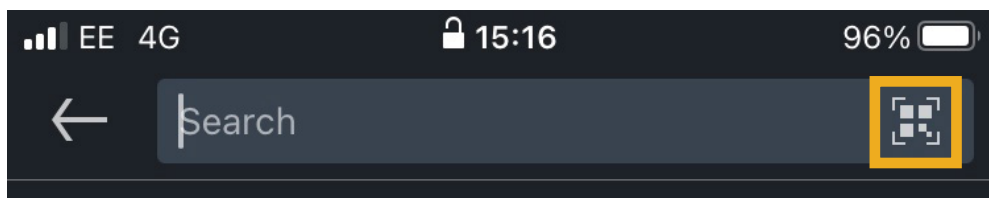
Headline Sponsor

SMITH
PARTNERSHIP
SOLICITORS

If you would like to attend any of the sessions, please email lindsey.hatfield@marketingderby.co.uk

No business card? No problem!

1. Open LinkedIn on your phone
2. Click in the search space at the top right of the screen
3. To the right of the search bar is a QR code image, click on it:



4. Share your code, or
5. Scan someone else's code to connect with them on LinkedIn

Instructions kindly shared by The hookup

WiFi & Co-Working Space

The Bridge is the co-working space which will be the quiet area for guests to work during the day if they need to do so.

The wifi for you to use throughout the building will be:

Name - Guest Network
Password -- PridePark!2772!

And whilst we are talking tech, please use **#BondholderSpotlight2022** on your social platforms

Welcome

We are delighted to be holding this Bondholder Spotlight event today.

As the only Queen's Award winning inward investment agency in the country, we are so proud of our Bondholder community.

I always say Bondholders showcase all that is great about Derby and Derbyshire and your support has helped to attract over 5,000 jobs, £500m of investment and contribute £333m to local GVA.

More than that though, you have created a unique community - committed to the success of place and business - and what a journey we have been on together, from the crash of 2008, through the Covid pandemic and now into the cost of living crisis.

Enjoy today's event - Lindsey and the team have pulled together an incredible programme of engagement, participation and most importantly, celebration.

MD
Marketing
Derby



John Forkin MBE DL, Managing Director, Marketing Derby

Programme

If you would like to attend any of the sessions, please email lindsey.hatfield@marketingderby.co.uk

8.00-9.00am	Launch & Networking Breakfast Roots Café Bar and The hookup Lounge
9.15-10.00am	What's next for immersive? An introduction to the Metaverse... The Butler Room
10.15-11.15am	Panel - Inclusivity in the Workplace Main Stage
11.30am-12noon	How to Use Artificial Intelligence in Your Marketing Strategy Main Stage
12noon-1.00pm	Lunch Roots Café Bar and The hookup Lounge
1.15-2.15pm	Panel - Weathering the Energy Storm Main Stage
2.45-3.45pm	The Dream Team of the Future Main Stage
3.45-4.00pm	Queens Award Celebration Main Stage
4.00-4.20pm	Jamie Thrasivoulou - We Are Derby Main Stage

Launch & Networking Breakfast

We are delighted to invite Bondholders to join us for breakfast, which has been kindly sponsored by Balls2 Marketing, as the doors open to our first Bondholder Spotlight showcase event.

You will enjoy a delicious hot breakfast prepared by Bondholder Butlers Pantry whilst managing director of Marketing Derby, John Forkin MBE DL officially opens the event. There will be an opportunity to make your first visit to the stands and to arrange any meetings during the day.

Meet the Sponsor

Balls2 Marketing is an award winning PR and marketing agency with a strategic approach to planning, creating and delivering marketing that achieves your goals.

Balls2 Marketing delivers PR, Social Media Digital Marketing and Design, and our team works collaboratively on your business. We're plugged in to the glazing, home improvement, renewables, eco, and construction sectors with clients across supply chains - business to business and business to consumer.

"We are sponsoring the Showcase event to support Marketing Derby and introduce our new management team to local business."



What's next for immersive? An introduction to the Metaverse...

We are delighted that the first session of our Bondholder Spotlight event will be hosted by Bloc Digital.

The Learning?

Discover the potential of AR, VR, MR and XR technologies within industries! From public engagement via interactive AR apps to VR training tools for Engineering and Pharmaceutical sectors, join the wave of adoption and understand the opportunities that implementing immersive technology holds...

This session aims to inform those seeking to understand the importance of AR, VR and other immersive technologies within business. We hope to shed light on their use cases and answer 'common questions'... First and foremost, what are they? Do they have a place within industry? How can they be utilised? And, how can their potential be maximised?

Who Will Be Presenting?

Keith Cox is a Co-Founder and Director at Bloc Digital – a digitally-driven marketing, visualisation and immersive tech company. Establishing Bloc in 2000, both Keith and his Co-Founder, Chris Hotham, set out to change the 'digital visualisation and immersive tech' game! 20+ years later they continue to drive the democratisation of technologies for wider industry use.



Keith Cox, Co-Founder and Director, Bloc Digital

Panel: Creating an Inclusive Culture

As an employer of people, understanding the individual members of your team will inevitably increase your business productivity. Therefore, operating a safe and inclusive environment supports your employees in fulfilling their potential.

This session will endeavour to discuss inclusivity in the workplace; how you, as an employer or colleague, can improve and better understand solutions to potentially perceived barriers.

The Panel



Martin Austin MBE
Managing Director,
Nimbus Disability &
The Access Card



Deborah Garlick
Founder,
Henpicked



Neil Hogan
Arcadis Consulting
(UK) Ltd



Sarah Markham
Founder & CEO,
Calm in a Box

The Host



Dr Joanne Bishton PhD
Head of Equity,
Inclusion and Wellbeing,
University of Derby



Sarah Gatford
BSL Interpreter
and Coach

How to use Artificial Intelligence in your Marketing Strategy

We are delighted that our first speaker on the main stage of our Bondholder Spotlight event will be Broadhurst Digital.

The Learning?

AI possesses the power to change everything. From delivering the personalisation and experiences your consumers expect, unlocking previously unimaginable creative possibilities to driving efficiency and growth, AI will be game-changing for marketers and business owners.

You'll leave Martin's session with an understanding of how AI can help create valuable content and experiences tailored to your customers, how it benefits a marketing strategy, and what tools you can use at different points throughout your strategy.

Who Will Be Presenting?

Owner of Broadhurst Digital since 2011, Martin Broadhurst will be replicating the presentation which he has recently delivered at the Marketing Artificial Intelligence Conference which took place in Cleveland, Ohio, in the US. MAICON22 is regarded as the largest international conference covering the topic of artificial intelligence for marketing.

Martin is regarded as one of the UK's leading experts in this area – and has been named as one of the Marketing Artificial Intelligence Institute's '4 AI Marketing Strategy Leaders You Should Be Following'



Martin Broadhurst, Owner, Broadhurst Digital

Lunch

As the morning sessions of Bondholder Spotlight draw to a close we invite you to join Marketing Derby and fellow Bondholders for lunch which has been kindly sponsored by HSBC.

The lunchboxes, prepared by Bondholder Butlers Pantry, will be served in the main foyer and you will be invited to continue to browse the stands or make use of one of the breakout rooms or the hookup networking area.

Meet the Sponsor

HSBC is one of the world's largest banking and financial services organisations. We serve more than 40 million customers through our global businesses: Wealth and Personal Banking, Commercial Banking, and Global Banking & Markets.

Our network covers 64 countries and territories in Europe, Asia, the Middle East and Africa, North America and Latin America. For nearly 150 years, HSBC has been where the growth is, connecting our customers to opportunities, and enabling businesses to thrive and economies to prosper.

"HSBC are proud to work alongside Marketing Derby and other Bondholders in supporting the Bondholder Spotlight event. It is an exciting time to be a part of the Derby business community, working with and alongside other local companies and being able to share in each other's success."



Panel: Weathering the Storm: Mitigating the impact of energy price hikes for businesses

Rising energy costs in the UK are drastically affecting businesses large and small, spanning all industries. Those involved in the physical manufacture of goods are being hit the hardest, with the direct cost of production increasing and therefore reducing their margins. Even businesses who on the surface might not be expected to feel the stretch, such as those in the service industry or with a focus online, are also being affected.

Cornwall Insight is an independent energy research, analytics and consulting firm which has recently released a paper entitled "Weathering the Storm: Mitigating the impact of energy price hikes for businesses". We are delighted that Cornwall Insight can join us to summarise the report, along with other experts in this field.

The Panel



Robert Buckley
Head of Relationship
Development,
Cornwall Insight



Tom Erskine
Business
Development Director,
Scenariio



Darren Jukes
Global Corporate
Finance Industrials Leader
PwC



The Host

Bev Wakefield
Director,
Vibrant Accountancy

Thank you to Richard Robey from Bondholder Appletree who contributed to the report and introduced Marketing Derby to Cornwall Insight.

Panel: The Dream Team of the Future

And so we bring the Bondholder Spotlight to a close with our Dream Team of the future...

Bondholders will know that a highlight of our Annual Business Event is the much-coveted Dare to Dream slot.

Well, at this session you get three perspectives from representatives of our younger generations, the leaders of tomorrow.

Coming from Allenton to Kyiv we simply can't wait to hear their take on issues, opportunities and, most importantly their dreams.

Don't miss this one...

The Panel



Lennon Hall
Marseille



Kimberley Leask
Enthusiasm Trust



Liza Nahirniak
Graduate from Ukraine



Ali Qureshi
Entrepreneur

The Hosts



Claire Twells
Partner,
Smith Partnership



April Allman
Chief Executive Officer,
Enthusiasm Trust

Queens Award Celebration

We are pleased to announce that we will be closing the Bondholder Spotlight event with a very special celebration of all of our Bondholders, many of whom won recognition during the pandemic.



Marketing Derby was proud to be given the prestigious Queens Award for Enterprise in Innovation in April 2020. This of course was during the first lockdown and we are delighted we can finally celebrate this achievement with you in person.

There are many others who have received recognition in their respective fields and we think the perfect way to close this one-day event is to raise a glass and shine a spotlight on our dynamic Bondholder community.

Our Chairman Bob Betts and Chief Executive John Forkin MBE DL will be joined by HM Lord-Lieutenant and High Sheriff for Derbyshire, Liz Fothergill CBE, Michael Copestake, High Sheriff of Derbyshire and Tony Walker CBE DL.

Meet the Sponsor

We're Vibrant Accountancy and we know our numbers, that's for sure, but we do things differently, taking out the stuffiness and the suits and bringing in business advice and a growth mindset. We work in partnership with our clients, helping business owners get their time back, save money, and smash their goals.

Marketing Derby has been an incredible support for Vibrant since joining in March 2020, through an incredible network of like minded business owners, clients and suppliers!

"We wanted to give something back, and what better way to celebrate the achievements of the Bondholder community, all driving for Derby to prosper, than to have a bevv with us #BevvyWithBev."

VIBRANT
ACCOUNTANCY

We Are Derby

Jamie Thrasivoulou is an award-winning writer/educator and the official Derby County poet. He's the author of two poetry collections, two plays, and his work has been published widely in anthologies, journals, and newspapers. In the past he has been commissioned by National Poetry Day, the BBC, and the heritage lottery amongst many others.

Jamie teaches poetry and creative writing within a variety of settings from primary schools to prisons. He's also an associate lecturer at Derby University.

Jamie has recently founded a community interest company called Word Wise Education CIC. They are currently looking for investment and to form partnerships with local businesses and communities with an aim of delivering creative writing and literacy projects within Derby, Derbyshire, and the Midlands.

The aim of Word Wise Education is to increase engagement with literature, develop opportunities and access to the arts, and improve literacy levels. Word Wise Education aims to become the face of literature for the city of Derby.



Jamie Thrasivoulou, Derby Poet

Charity Lounge

The University of Derby is proud to be sponsoring Marketing Derby's Bondholder Spotlight event, in particular, the Charity Lounge.

As an education, research and business support organisation it is essential that we listen and respond to the needs of local businesses in key sectors so that we can develop curriculums and services that meet their future needs, developing strong relationships with employers who can provide work experience and career opportunities for our students.

Charity Lounge Sponsor



Networking Area

The hookup Lounge

We know how much you enjoy catching up over a coffee so we are pleased to announce there will be a networking area set aside to do just this.

Sponsored by the hookup, there will be ample time to rest your feet and have that meeting you have been trying to arrange.

Coffee will be provided free of charge by Damien Harry of Bondholder Nespresso.



Meet the Sponsor

The hookup is the latest venture by Rachel Hayward of Ask the Chameleon and Grant Thompson and Lee Marples from think3.

No, we aren't a dating agency before you think that. If you are looking for that kind of love, check out tinder, bumble or your favourite dating app. However if you are looking for your next relationship in business then you've come to the right place. A community of businesses looking to make new connections all found at www.thehookup.io

The platform where relationships are the key to building reputation, visibility and driving new business opportunities. Find your perfect match for your next business need or open yourself up to a world of endless possibilities and put yourself out there..

"We are excited to sponsor the networking area because it's the perfect place to find your business match – where better to hook up? Then join us online so you can hook up anytime, anyplace, any where."



The Exhibitors

Pulse Gaming Lounge

Bring out your competitive spirit through gaming and competition! Come and race head-to-head with other Bondholders or your team mates on our professional F1 Esports Pro Series simulators in an F1 2022 car.

Dominate the race against your competitors and see if you can set the fastest lap time and get to the top of the leader board!! Will this finally solve the dispute between the sales and marketing teams?

Be Couture

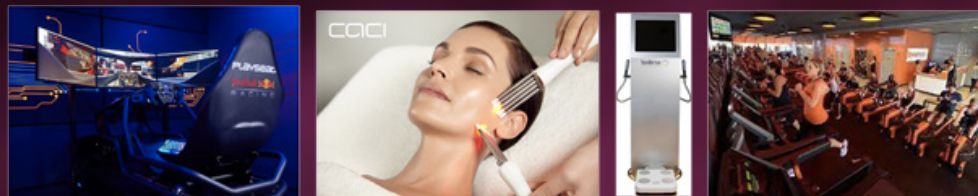
We are excited to be able to showcase our services and offer some taster treatments at the Bondholder Spotlight. We will have Caci Synergy treatments which is a firm favourite with the stars (including Jennifer Lopez who had the treatment before her recent wedding), workplace massages, and an interactive aesthetics stand.

Orange Theory Fitness

Orangetheory will be bringing their Boditrax Body Composition Scanner, providing 1:1 personal consultations & providing details of your muscle, fat and bone mass, alongside other metrics, including hydration levels, BMR and visceral fat – and provide an overview that you can take home with you, along with personalised tips and guidance. We'll also be offering the chance to win several prizes, including a FitBit!

Maber

We will be showcasing a range of digital services and via the power of VR, will be inviting Bondholders to design and visualise new buildings and spaces. Fancy yourself as the next Frank Lloyd Wright? Then a stop off at the Maber stand is a must!



The Exhibitors

Denby Pottery

Denby's Master Potter will be demonstrating the traditional craft of creating pottery by 'throwing' on a potter's wheel using local Derbyshire clay which has been used to make all Denby's famous stoneware pottery for over 200 years. And we will be inviting participants to have a go at pottery throwing on the Denby potters wheel to create their own masterpieces on the day! We will guide you through the process of turning a piece of raw clay into a bowl or pot to take home and air dry as a memento of your experience.

Bam Boom Cloud

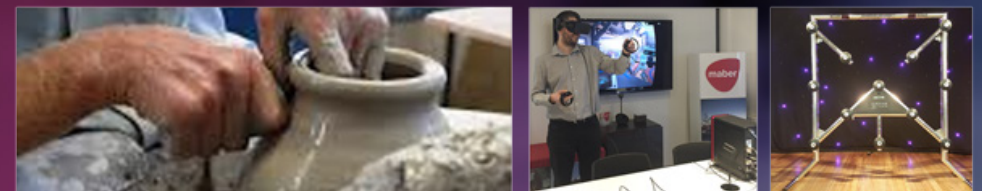
Speed reaction game Batak will get your competitive juices flowing! The aim of the game is for the user to hit as many flashing lights as possible within the shortest time. A cyber security attack can happen within a few seconds. Your reactions are important but even better is preventing the attack in the first place.

East Midlands Chamber

The first stand will be hosted by Paula Abbott, Chamber Service Advisor, who will be talking to guests about the wider business support that is available to businesses in the region and answering your questions – help is available on a wide range of topics such as digital growth, international trade, and skills development

David Dobson, Digital Technology Adviser, will be hosting the second stand. Digital Upscaler supports ambitious high growth businesses across the East Midlands by providing them with intensive 1-to-1 support, technical knowledge, and grant investment to scale-up through embracing new technologies. Further details : <https://www.emc-dnl.co.uk/supporting-growth/business-advice-and-support/digital-upscaler/>

Please do pay our friends at East Midlands Chamber a visit during the day.



Headline Sponsor: Smith Partnership

We would like to thank our headline sponsor Smith Partnership for supporting the Bondholder Spotlight.

Smith Partnership is one of the largest law firms in the East Midlands. They combine decades worth of legal expertise with a desire to do things a little differently. As well as offering the knowledge and hands-on experience you'd expect from a leading UK law firm, they also pride ourselves on taking a straight-talking, jargon-free approach to your case.

Smith Partnership are committed to supporting Derby, the businesses within it and the local community. We know that running a business is hard work and having the right business support is fundamental to growing and developing a business. We are dedicated to ensure we provide the best clients care and expert legal advice.

"We are proud to support local businesses across the City and County and supporting the Bondholder spotlight is the natural thing to do."



Claire Twells, Partner, Head of Debt Recovery and Head of Business Development Dispute Resolution, Smith Partnership

Thank you to our sponsors...

Headline Sponsor



Sponsors



TO KEEP THE CELEBRATIONS GOING

Head to one of our venues for a complimentary drink with a main meal purchased.



21 & 23 Friar Gate, Derby



24a UTTOXETER ROAD, MICKLEOVER



75 & 76 Friar Gate, Derby



1 Derwent Street, Derby



*Please present this advert to claim your free drink

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Seven Restaurant & Café Bar will be delighted to welcome you back for complimentary nibbles following the Marketing Derby Bondholder Spotlight event.

See you at Seven.

Seven
Restaurant & Café Bar

Come and visit us on Pride Park, DE24 8AN

Tel. 01332 318181
www.mezzoderby.co.uk

Follow us on @mezzo.derby

Marketing Derby Bondholders
10% off entire food and drinks bill with this advert
*offer valid until Friday 28th October 2022

SAVE THE DATE
Annual Business Event

You are invited to join us at our biggest event of the year - an exciting mix of films, presentations and, of course, the Dare to Dream slot.

Date: Friday 24th February 2023
Time: 9.00 - 10.30am

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YOUR
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DATA THAT CAN MAKE
A REAL DIFFERENCE
TO YOUR BUSINESS.**

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