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Monday 6th November 2017

David Hockney Building, Bradford College

Yorkshire's most exciting business event returns
to Bradford for the sixth year running



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AwanHeart

Dear Business Colleague,

It gives me great pleasure to welcome you all to our 6th annual YEN Expo Conference at the fabulous David Hockney Building of Bradford College.

YEN Expo is getting bigger and better every year and this year YEN Expo 17 is no exception!

We have a fabulous and varied programme which contains something for everyone including seminars, workshops and key panel sessions. In line with our strategy to improve business information and knowledge transfer to Yorkshire businesses we have seminars hosted by high profile businesses and organisations, including Google Digital Garage and the Department of International Trade.

Because this is Bradford's biggest business event, we have secured a fantastic line-up of speakers including Roger Marsh, Susan Hinchcliffe, Kersten England, Alex Ross-Shaw, Andy Welsh, Ian Ward, Keith Madeley, David Cawthray, Amjad Pervez, Gerry Sutcliffe, Nick Garthwaite, Mark Robson, Jonathan Douglas, Frances Day, and Terry Cooper to name a few.

I would like to give huge thanks to this year's YEN Expo 17 Conference partners who include Bradford College, Leeds City Region LEP, Malik House Business Centres, Bradford Council, The Broadway Shopping Centre, Banner-Man and Ad:Venture.

YEN Expo is now one of the largest conferences in Yorkshire and I am delighted you are all supporting Bradford & Yorkshire.

Please enjoy reading the brochure and YEN Expo 17 and make the most of all the superb facilities at Bradford College. Look out for the regular YEN networking & Knowledge transfer events, and if not already registered, become a YEN Member FREE at: www.yorkshirenetwork.co.uk

I hope that you will all agree that Yorkshire is an incredible region from which to do business, packed with innovation, achievement and diversity.

Nasser Malik,
Chairman of Yorkshire Enterprise Network



The Yorkshire Enterprise Network is a network of private and public sector professionals across the Yorkshire region.

As an organisation we exist to increase trade potential to the Yorkshire region by using a range of networking, seminars, events and trade delegations which bring people together in order to grow and further relationships and business.

YEN provides the means by which its members can promote their own and each others' businesses for their mutual benefit; to provide business support for each other; to generate business referrals and create new

commercial opportunities for each other; and to help each other to develop and grow their individual businesses.

YEN provides a variety of promotional opportunities for the benefit of its members, such as networking, forums, presentations, exhibitions and other events at which members can meet or be recommended to potential new associates, suppliers, or customers/clients.

We also offer structured external online and offline marketing activities for ongoing promotion of YEN member-businesses to the public and the regional business community.

YEN is open to professionally-run and reputable businesses whose owners/managers are aiming to develop and grow their business in the Yorkshire area.

YEN aims to facilitate relationships for businesses and organisations, empowering them to grow for the economic benefit of the region.



The major objective for YEN is 'helping raise GVA for Yorkshire'. We achieve this through a number of measures, such as:

- Assisting inward investment into Yorkshire, both internationally and from within the UK
- Improving export potential and activity for Yorkshire based organisations. This includes export from Yorkshire within the UK, as well as internationally
- Improve connectivity for Yorkshire enterprises and individuals. This is done via our events, our social media and networking activities
- Knowledge transfer and business education to improve the skills and knowledge base for Yorkshire enterprises. We do this via the YEN website, newsletters and events
- Become a hub for organisations providing knowledge through networking, training, seminars and conferences.
- Develop a strong membership base throughout the Yorkshire region with local government, SMEs and Large Corporates to work as a consortium of enterprises for the benefit of the region.
- To be recognised as a highly credible and ethical business network across Yorkshire.
- Provide our members with an annual programme of high-quality events, designed to promote strong business relationships.
- Continually aiming to raise the profile of Yorkshire and that of our members within the business community across Yorkshire and the wider area.



Left to Right: Alex Ross-Shaw (City of Bradford Metropolitan District Council), Ian Ward (The Broadway Bradford), Sheraz Malik (Yorkshire Enterprise Network), Andy Welsh (Bradford College)

YEN Expo 2017 expected to be the biggest yet

Now in its sixth year, YEN Expo, run by Yorkshire Enterprise Network, it is expected to attract more than 1,500 delegates, with £1 billion worth of industry and services on show.

The conference brings together businesses and organisations from across the county to share ideas, develop new opportunities and showcase their products and services to a broad-ranging business audience.

For the third year running, the conference returns to Bradford College's impressive David Hockney building.

YEN director and conference organiser

Sheraz Malik said:

"Building on previous achievements, the 2017 event will be even more innovative and more interactive."

"Bradford is the sixth largest city in the UK and is Yorkshire's third biggest economic powerhouse, generating around £9 billion a year. The conference gives us an opportunity to shout out to the wider world about what our great city is achieving."

"An extensive network of media partners will enable us to get that message out loud and clear to a direct audience of around 150,000 through print and digital media – with an even greater reach through our broadcast media partners".

Why YEN Expo?

- Yorkshire's first Live Streamed Expo through YouTube and Facebook
- Interactive touch screens on the day allowing delegates to navigate through key Expo information
- Live Twitter feeds on screens of Hashtags
- Our unique Innovation Showcase, exhibits include 3D printing, textiles, film, television and more
- It will also include a Tech Expo covering everything from BIG Data to GDPR with participants such as Google
- International calibre business speakers

• More media partners than ever before with a combined reach of millions of business people and organisations across the region

Delegates

- Over 1,500 expected to attend the Expo in 2017
- 70% of delegates senior decision makers in their organisation
- 60% of delegates were SMEs, 15% from public sector and 10% were NGOs
- Over 150 delegates from large corporates in senior management or director positions

How To Engage

Join the conversation online using **#YENExpo17** on Facebook and Twitter, and follow YEN on:

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If you run a small or medium sized business and want to grow, you can get support and funding from the Leeds City Region Enterprise Partnership (LEP) and our network of partners.

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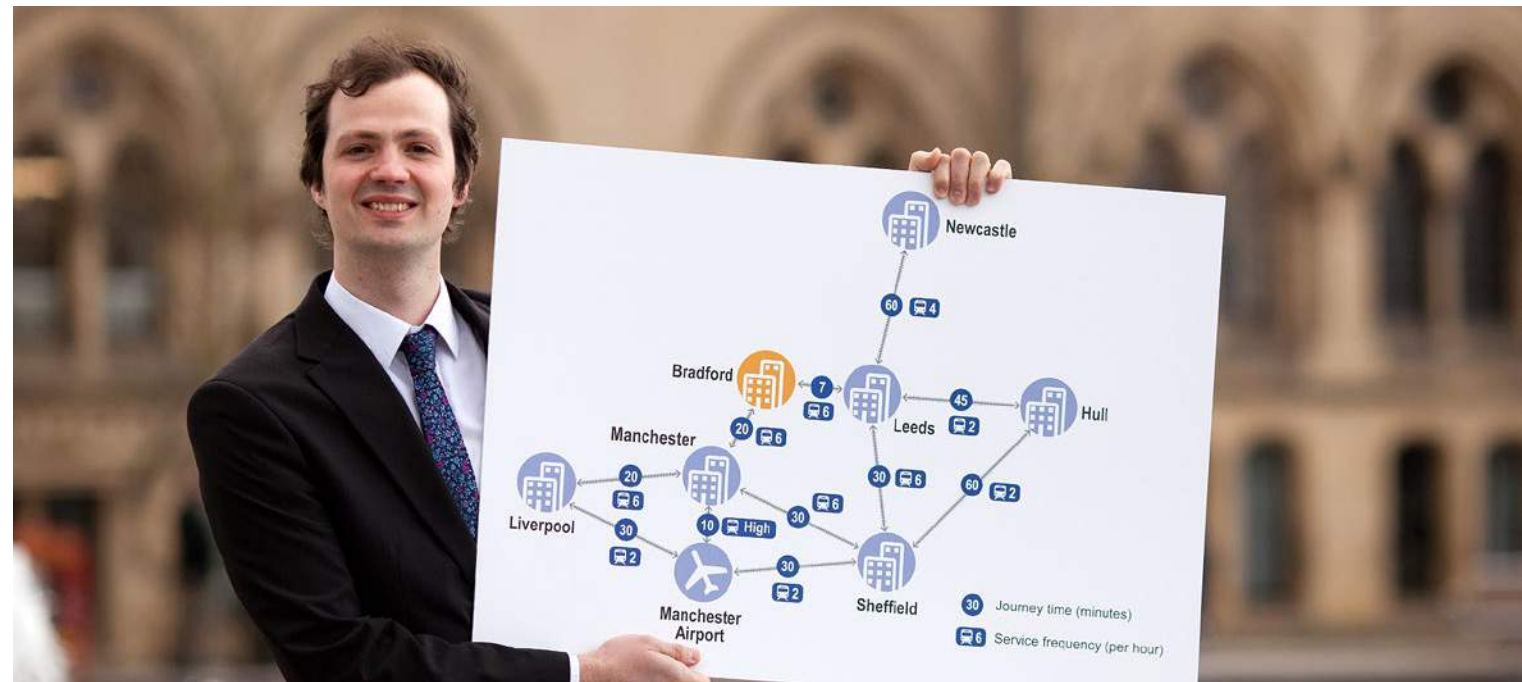
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Bradford Council Portfolio Holder aims to get the public on-board with ‘Next Stop Bradford.’



Cllr Alex Ross-Shaw, Portfolio holder on Bradford Council for Regeneration, Housing, Planning & Transport welcomes YENEXPO to Bradford at an exciting time for the City.

“It’s great to be back at the YEN Expo for another year and to see it growing and succeeding here in Bradford.

This year’s event will showcase the wide range of support available to our businesses and entrepreneurs from Bradford Council and the Leeds City Region Local Enterprise Partnership.

Our own Invest in Bradford team will be available to discuss what support Bradford Council can offer, while the European Enterprise Network will also be on-hand to answer any questions delegates may have about engaging with European markets, irrespective of Brexit.

Bradford Council will be delivering sessions and will have a number of people on various panels throughout the day – come and say hello! I’ll be sitting on the transport panel, chaired by Mr Yorkshire himself, Keith Madeley, and I suspect our

campaign for a high-speed Northern Powerhouse Rail station in the centre of Bradford will feature.

We’ve launched a new website for our campaign: www.nextstopbradford.com – and are working with businesses to make our case to Transport for the North and government.

The new website aims to increase support from businesses and residents to help secure a Northern Powerhouse Rail (NPR) station in Bradford city centre.

Next Stop Bradford’s aim is to ensure that Bradford, the fifth largest city in the UK with one of the fastest growing economies, secures a new “high-speed” railway station in the city centre as part of the proposed investment in better transport connectivity across the north.

Launched in early 2017, Next Stop Bradford continues to demonstrate the economic and social benefits an NPR station would bring to the city and the north. An NPR station in Bradford city centre is predicted to

bring an annual economic boost of £1.3bn to the local economy, improve journey times and increase capacity on the railway network.

The campaign has already gained support from leading voices across the region including Leeds City Council, West Yorkshire Combined Authority, Leeds City Region LEP, Bradford and Leeds Chambers of Commerce and key businesses such as Yorkshire Building Society and The Broadway Bradford.

Through the “Pledge my support” web page (www.nextstopbradford.com/pledge-support/) residents, businesses and community leaders are encouraged to show their support for this transport investment by sharing why they believe Bradford should be included on the NPR network. This information will help demonstrate to decision makers at Transport for the North and in the Government why Bradford must be included in this major infrastructure investment.

Cllr Ross-Shaw encourages everyone to “Hop on board and make a pledge!”



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Bradford College leading the charge in developing and upskilling students in Yorkshire



The Bradford College Group is working tirelessly to make sure the Yorkshire skills gap becomes a thing of the past. The group is showing the way by building its own collaborative model made up of educators, trainers and industry experts.

By working together at the very early stages of a person's time in education, the group has done much of the hard work in moulding people for the workplace and keenly aware of the employment landscape stretching out in front of them.

The Bradford College Group was developed over the last few years as a result of the expansion of Bradford College and the changes in the economy, employment and policy environment. At its core there is the college itself, providing FE and HE to more than 20,000 students. The college works side by side with City Training Services, a successful apprenticeship training provider, and Beacon Recruitment, an employment and placement agency.

The Group also includes Inprint + Design, a commercial design and print

company jointly owned by the college and the University of Bradford, and ATA, jointly owned with Bradford Metropolitan District Council.

The group's combination of expertise gives them the strength to build constructive relationships with businesses, and now Dawn Leak – the group's Director of Employer Responsiveness (ER) - is working across every level of the college group to make sure an innovative and pioneering ER strategy is embedded at every stage.

"We are deeply rooted in training the young people of Yorkshire, right back to the days when the college started as a textile training centre for that booming sector. That is a proud heritage for us and is the foundation of the work we do today," said Dawn.

"The group structure that is proving so successful was formed only a few years ago to give us the flexibility and responsiveness organisations like us need to react to such a diverse employment market and the varying needs of those that we serve."

"Our focus now is on the college's three divisions, FE, HE and now ER, which is all things employer and commercial facing. All three working together means we can cover the full

scope of learning from all ages and all communities and then have employer engagement running through it all."

"Collaboration is the future of our battle to bridge the skills gap, whether that is within or outside the group because we will all have so much more effect if we work together, as we do with the West Yorkshire Consortium of Colleges, which provides a collective bidding opportunity to tap into the strengths we have across the region."

"The skills situation is permanently on our radar as a priority for the LEP and the Combined Authority, and their hard work means the college can benefit from plenty of data and see what is on the horizon and match the learning to the skills that will be required for the next five, ten or fifteen years," said Dawn.

That level of commitment applies to every young person who decides that the Bradford College Group is where they want to start looking for a career. It is one of the most challenging and bewildering times of their young lives, but such personal care given to each of them and the tailor-made support the college group will have for them can make a life-changing difference and ensure more highly skilled and motivated young people become part of the region's bright future.





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£12.3m programme seeks ambitious scale-ups.

#ThinkBig #ThinkAdventure

AD:VENTURE, the £12.3m programme offering wrap-around support for eligible pre-start, young and new firms with strong growth potential in the Leeds City Region is seeing fantastic results within its first year of delivery, and is on the lookout for more great scale ups to reach its ambitious target of assisting 1240 businesses in its lifetime.

The programme is now directly engaged with 400 businesses, supporting them to focus on strategies and deliver their growth objectives with a tailored package of support that meets the needs of the business.

The programme supports business with specialist advice and offers vital knowledge and signposting through its strong networks and combined business growth expertise.

Providing high value one-to-one support, including expert mentoring, finance brokerage, low rate loans, young enterprise support, start up and scale up grants, professional workshops, incubator office space, peer to peer learning, specialist sector advice and university and academic input, AD:VENTURE can offer something for any young business with genuine growth ambitions.

Aiming to smash it's target and support a diverse range of new and innovative

businesses, AD:VENTURE is calling out for regional based enterprises to get in touch and capitalise on the help this impressive programme can offer, giving them access to a huge range of professional support that will have a lasting and positive impact on their business.



**Roger Marsh
OBE**, chair
of the Leeds
City Region

Enterprise Partnership, speaking on behalf of the AD:VENTURE programme said: "Supporting SMEs and new business ventures are the real lifeblood of the Leeds City Region economy."

"We are delighted to see businesses already benefiting from the opportunities and connections a regional programme like AD:VENTURE can offer. These are fantastic examples of how this type of programme works to boost growth in our region"

Made up of partners from across the public and private sector, including all local authorities in the region*, higher education institutions Bradford University, Leeds Beckett University and Leeds Trinity University, the LEP, Business Enterprise Fund, Chambers of Commerce and The Princes Trust, AD:VENTURE is one of the

largest European funded programmes in the UK, and matched by it's dedicated partners AD:VENTURE is receiving £6,161,084 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020.

**Excluding Barnsley as this sits within Sheffield City Region for ESIF purposes*

Huddersfield based KC Communications is one company who received support including mentoring and help with an

application for a business growth grant of £7,000.

Director, Katrina Cliff says "Initially I no idea what help was out there. Knowing you are going to get some money back towards a big move like this has allowed us to develop much faster than planned"

Any businesses that feel that they may be eligible for AD:VENTURE ERDF support should visit: <http://ad-venture.org.uk/> and register interest. You can also call on 0845 524 0210 or email: support@ad-venture.org.uk

#THINKADVENTURE #THINKBIG

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“There must be loads of rooms just sat there with a couple of cardboard boxes that could be stored elsewhere. People don’t realise what they’re sitting on.”

Mark Finch,
Community Catalysts

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f t i

Bradford BID Group looks to improve the city and boost the local economy

A number of local business leaders have formed the Bradford BID Development Group, to investigate the possible creation of a Business Improvement District (BID) in Bradford.

A BID is a business-led and business funded body formed to improve a defined commercial area. Most are governed by a board made up of businesses who represent the BID area. This means that businesses would have a genuine voice and would decide and direct what they want for the city.

BIDs are considered to be the leading model of management & development of town & city centres, with almost 300 currently operating across the United Kingdom and it is anticipated that over £500,000 per year could be raised

in Bradford to promote & add to the vitality of the city, thus increasing footfall and vibrancy across the entire city centre area meaning investment of over £2.5 million over the 5 year BID term.

A feasibility study is due to be completed at the end of October 2017, with the results being announced in mid-November. Should the results of the study show a support from the businesses for the Bradford BID, and then consultation will begin in the New Year on areas to include in a Business Plan.

Possible areas to be included include making the city SAFER through additional partnerships, better CCTV and securing the prestigious Purple Flag status for managing the evening economy. Other initiatives include

working to make the city more ALIVE by a range of major new events and promoting incubation space to develop new businesses as well as developing a better PROMOTED city through promotional campaigns and targeting visitor growth catchments to market Bradford as a destination to a new audience.

If the businesses support the development of a Bradford BID, then a full business plan will be produced and businesses will be engaged with to vote on the content of this plan in September 2018.



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Malik House Business Centres was launched in 2007 and is an expanding group with four prominent business centres across West Yorkshire, providing a total of c. 90,000 sq ft of serviced office accommodation for businesses.

Current occupants include all business sectors, from manufacturers, services, professionals, retail and digital. Our clients range from new start-ups to well established companies and from a scale point of view, from a 1-person office to businesses employing over 50 people.

Malik House can help your business thrive by providing you with the tools and services required to run your business more efficiently. Our centres are unique in that they combine beautifully restored Grade II Listed Victorian architecture with modern business facilities.

Our meeting rooms include access to Wi-Fi as standard and can seat up to 32 delegates. We can provide additional equipment and services such as:

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- Screens
- Catering

Our impressive conference centre can accommodate up to 200 delegates in various seating configurations. Should you require assistance, we have an on-site events management team here to help you with every aspect of your event.

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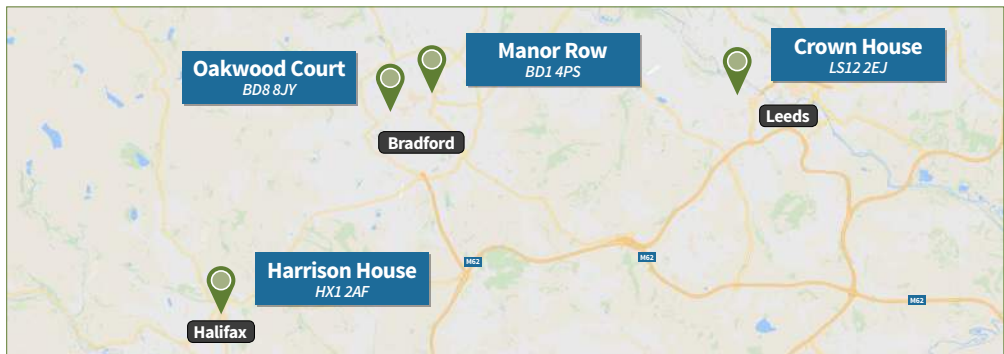
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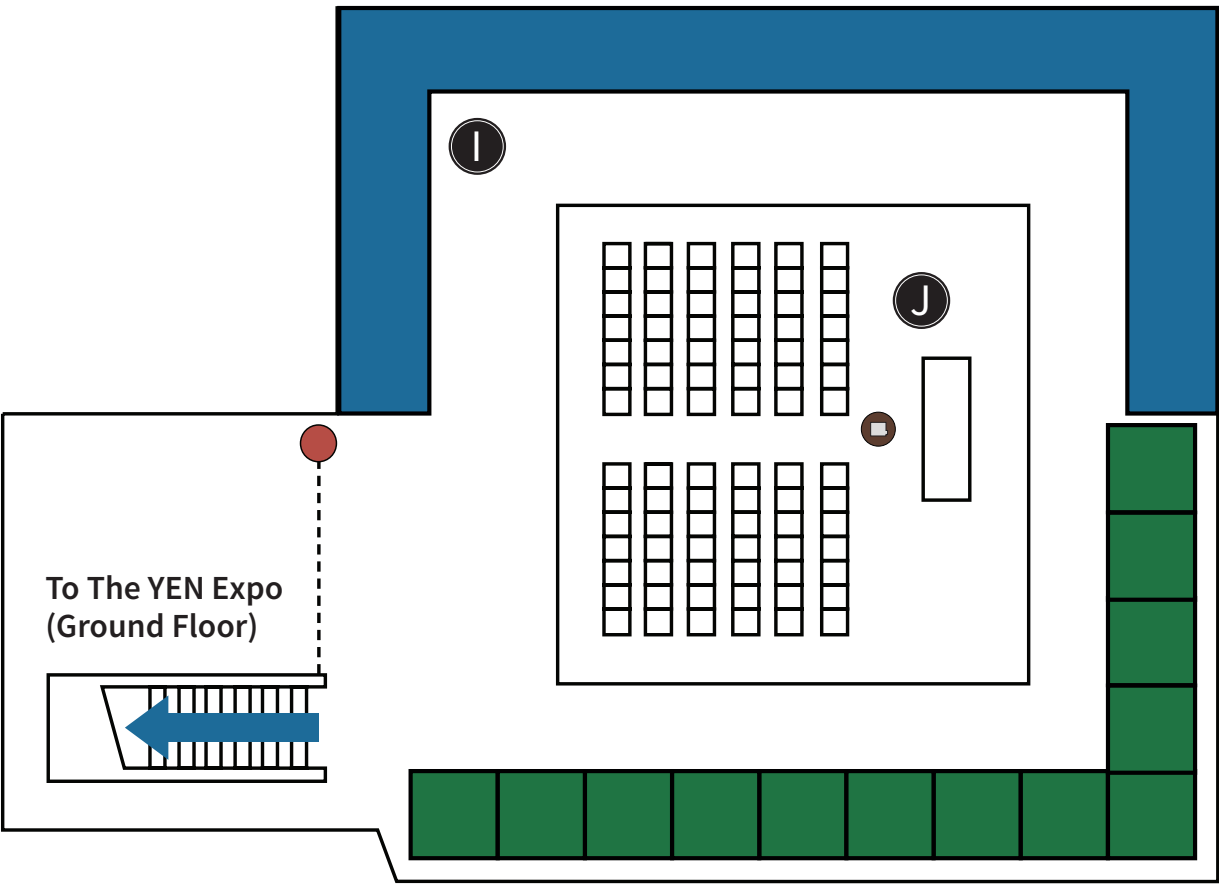


Expo Key

- Section A Registration Desk
 - Section B Networking Room
 - Section C Speaker's Corner
 - Section D Seminar Hall
 - Section E Symposium Room
 - Section F Media Hub
 - Section G Green Rooms
 - Section H Bird Board Sessions
 - Section I Innovation Showcase
 - Section J Tech Presentations
- Exhibitor Stands
 - Pod Scheme
 - Ask The Experts Business Support
 - Women in Enterprise Village



First Floor (Tech)



YEN Expo 17 Partners and Exhibitors





Expo Programme Guide

Time	Seminar Hall	Speaker's Corner	Symposium Room	TECH Expo	Networking Sessions
08:00am					4Networking Breakfast
10:00am			Transport Panel: Communication In West Yorkshire		Bird Board: Discovery Day
10:30am	Panel: GDPR And Cyber Security				
11:00am		Bradford College: Responding To Training Needs	Ad:Venture: Investor Ready		
11:30am	Google Digital Garage: Reach New Customers Online				
12:00pm		The Works: Talent Management		Dai Davis: Spare A Bitcoin, Guv?	
12:30pm			Becoming Mentally Strong: Stress, Resilience and Relaxation (Business Lunch)		
13:00pm	Panel: Yorkshire Devolution And The Northern Powerhouse	Bird Board: An Overnight Success?		DIT: Selling More Internationally Online	
13:30pm					
14:00pm		Ad:Venture: Corporate Procurement		Galaxy Coms: Fail To Prepare, Prepare To Fail	Bird Board: Discovery Day
14:30pm	Panel: Bradford Beyond 2017	Ad:Venture: Growth Business			
15:00pm					
		4Networking: The Secret Of Success In Sales			
15:30pm					

Key Expo Sessions

- 10:00am - 10:45am | Transport Panel: Communication In West Yorkshire

The panel will discuss the overall transport network in West Yorkshire and will consider Bradford's position on the national rail network. We'll also be discussing the regional issues with highways and rail, and the strategy for the city.
- 10:00am - 12:30pm & 14:00pm - 16:00pm | Bird Board: Discovery Day

An opportunity for women business owners to experience Bird Boards successful formula of providing support through a confidential peer to peer environment, encouraging you to take your business mask off and simply be you.
- 10:30am - 11:30am | Panel: GDPR And Cyber Security

An expert panel of leading professionals and academics discussing the General Data Protection Regulation, as well as the impacts of Cyber Security to business and tips on how to protect yourself better as an organisation.
- 11:00am - 12:00pm | Ad:Venture: Be Investor Ready!

Learn about your funding and finance options. Looking for an injection of capital investments to grow and develop your business. Our experienced panel will provide a valuable insight on the options available and how to access them.
- 11:45am - 12:45pm | Google Digital Garage: Reach New Customers Online

Google's products and free digital training are a growth engine for businesses up and down the country. Googles Digital Garage will give you everything you need to turbocharge your business.
- 12:15pm - 13:30pm | Becoming Mentally Strong (Business Lunch)

Zainah Khan, Managing Director of Chakra Corporate hosts this lunch session which will enhance understanding of individual experiences of stress and explore various tools to support us in combating stressors at the earliest stage.
- 13:00pm - 15:30pm | Panel: Yorkshire Devolution & Northern Powerhouse

Regional panel hosted by Chairman of YEN and Malik House, Nasser Malik. The panel will be discussing key areas of importance for the LCR and Yorkshire including Devolution for Yorkshire, and the Northern Powerhouse. This promises to be a lively debate featuring high-profile speakers.
- 13:00pm - 13:30pm | DIT: Selling More Internationally Online

Brett Harland, International e-Commerce Adviser for the Department of International Trade hosts this YEN Expo business clinic to showcase DIT Services to SMEs, and support the growth of businesses in the region by gaining a greater understanding of how to improve their online presence.
- 14:45pm - 16:00pm | Panel: Bradford Beyond 2017

The "Bradford Beyond 2017" session is an open forum to discuss the business landscape of the city and what the future holds. It offers a superb opportunity to engage with some of Bradford's leading stakeholders.

This panel session always proves to be one of the most popular on the conference agenda and is guaranteed to spark some heated debate!

Panel Session: Devolution & Northern Powerhouse

Looking at the future of the wider Yorkshire region and the North

Scheduled Time:
13:00pm - 14:30pm

This regional panel discusses a number of key issues which are of major importance for the Leeds City Region and Yorkshire as a whole – with a focus on Devolution for Yorkshire, The Northern Powerhouse concept and the Regional Strategy.

Devolution

This YEN Expo debate explores the issues around Devolution, what options exist and what measures are being put in place for a directly-elected regional parliament for Yorkshire. How would this enhance democratic accountability by bringing key decision-making powers to the region?

So what do we know so far?

Since 2014, the Government has been offering ‘devolution deals’ to groups of local councils which come together and agree to have a metro-mayor. The deals usually involve extra money (figures of around £150million have

been mentioned) and the transfer of powers from Whitehall to the mayor in areas such as transport and skills.

On Yorkshire Day 2017, seventeen councils in Yorkshire said they wanted to unite behind a devolution deal with a “coalition of the willing” called for by several council leaders.

However, despite a range of proposals, councils have so far failed to agree on a united Yorkshire-wide deal.

Northern Powerhouse

The Northern Powerhouse concept is based around the ethos of creating growth across the North –focusing on training, skills and infrastructure to attract investment into the region.

The Government proposals include both Leeds and Sheffield as ‘core’ cities with the idea that more localised decision-making capabilities would enable us to influence economic growth in our own region.

The panel examines just how successful this concept has been so far and what more can be done to boost the local economy.

Regional Strategy:

Here the panel looks at the broader strategy set out by The LEP (Leeds City Region Enterprise Partnership) in key areas such as:

- Growing businesses,
- Increasing skills and creating better jobs,
- The creation of clean energy and
- Improving infrastructure across the region

Session Panellists are:

- Leader of Bradford Council, Susan Hinchcliffe
- Chair of Leeds City Region Enterprise Partnership (LEP), Roger Marsh;
- Chairman of YEN and Malik House, Nasser Malik
- Regional Director of the Department of International Trade (DIT), Mark Robson
- Director of National Literacy Trust, Jonathan Douglas



Left to Right: Jonathan Douglas, Susan Hinchcliffe, Nasser Malik, Roger Marsh, Mark Robson

YEN Expo Panel Session: Bradford Beyond 2017

A forum for debate on city’s future

Scheduled Time:
14:45pm - 16:00pm

Bradford has been undergoing a renaissance in recent years – but it is acknowledged by everyone involved that the city still faces many challenges.

YEN Expo (previously Bradford Business Conference) has traditionally provided a platform for examining the progress made from a business perspective and a forum for sharing new ideas to promote future growth.

This panel session always proves to be one of the most popular on the conference agenda and is guaranteed to spark some heated debate!

Building on the 2016 Bradford’s “New Direction” panel, ‘Bradford Beyond 2017’ examines the health of the city’s economy at this point in its revival and discusses the role it has to play in the Leeds City Region and the wider Yorkshire region.

These highly successful panel sessions started out with discussions of “Bradford: What’s Next?” in 2014 and

“Bradford NOW” in 2015, when the city was in a very different place both economically and in terms of business optimism and public perception.

But is the momentum being sustained or has the revival peaked? What are the plans to build on the achievements of recent years to sustain growth?

A successful economy requires skills and education to match the right people to the right jobs. How is Bradford improving workplace skills across the district?

The “Bradford Beyond 2017” session is an open forum to discuss the business landscape of the city and what the future holds. It offers a superb opportunity to engage with some of Bradford’s leading stakeholders – including some previous participants and some new faces.

Panel host Gerry Sutcliffe says: “Bradford is an amazing place and has exciting opportunities for the future as long as there is a unity of purpose and goodwill to resolve important issues. YEN Expo provides a platform to help us forge a brighter future.”



Session Panellists are:

- Bradford Council Chief Executive, Kersten England
- Bradford College Chief Executive, Andy Welsh
- President of Bradford Chamber of Commerce, Nick Garthwaite
- Former Bradford South MP and Sports Minister, Gerry Sutcliffe, (now Director of Sutcliffe Swales Consultants and a YEN Patron)
- Successful businessman, Amjad Pervez, founding partner of Seafresh
- General Manager of Bradford’s The Broadway Shopping Centre, Ian Ward, who is Chairing the recently-launched Bradford BID initiative.



Left to Right: Kersten England, Nick Garthwaite, Amjad Pervez, Gerry Sutcliffe, Ian Ward, Andy Welsh

Panel Session: Communication In West Yorkshire

Discussing the future of transportation in Yorkshire

Scheduled Time:
10:00am - 10:45am

The Panel will discuss the overall transport network in West Yorkshire and will also consider Bradford's position on the national rail network.

Business in the Region relies heavily on good transport links and the Panel will also examine the current road

network and discuss current areas subject to continual congestion.

The third area will concentrate on access to Leeds Bradford Airport and plans for better access to this ever-growing transport hub.

The panel will be chaired by Mr. Yorkshire, Keith Madeley, the Chairman of the Yorkshire Society.

Session Panellists include:

- Yorkshire Society Chairman, Keith Madeley
- Executive Member for Regeneration, Planning & Transport at Bradford Council, Alex Ross-Shaw
- Director of Transport Services at West Yorkshire Combined Authority, Dave Pearson

Bird Board: Discovery Day sessions a key feature for YEN Expo

Scheduled Times:
10:00am - 12:00pm
14:00pm - 16:00pm

The Bird Board Discovery Day is a two-and-a-half hour networking session where women are encouraged to take their business mask off at the door and to "simply be you".

Bird Board is a group of women business owners and leaders who help and support one another in a confidential and supportive environment.

You're encouraged to take your business mask off at the door and be simply be you. We then help you to focus on working on the business, not in it.

With the opportunity to connect with women business leaders, together

we help each other with our business and personal challenges in a structured way which helps you get to your end goals quicker.

It's like having a collective of business coaches with a broad spectrum of great experiences, which you probably will not get from your family and friends.

If you're a woman in business and looking for an all-female support group of gifted, experienced and understanding women, who will help you get to your end goal quicker, and who'll be there for you every step of the way, that's where Bird Board comes in.

Women who head a department, run their own business or manage a team, sometimes have unique challenges in their business life, and affects how you approach things.



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Bradford College: Responding To Training And Development Needs

Hosted By: Dawn Leak, Director of Employer Responsiveness at Bradford College

Scheduled Time: 11:00am to 11:30am

This session will focus on identifying and responding to businesses' training and development needs. As one of the largest Further Education colleges in England, Bradford College is clearly placed to help employers develop three-year training cycles to ensure they are prepared to meet the future technological challenges facing the sector.

Employer responsive provision is deeply embedded within Bradford College's curriculum offer, with the college priding itself on developing courses to meet specific needs.



The Works: Talent Management

Hosted By: Craig Burton, Chairman/Founder of The Works

Scheduled Time: 12:00pm to 12:30pm

46 percent of all new hires fail within their first 18 months. But here's the real shocker: 89 percent fail for attitudinal reasons - not skills.

Whether you're hiring new employees, choosing existing employees for a new team, or upgrading your current talent pool, you need people with the right attitude! Attitude is what makes employees give 100% effort and turns customers into raving fans. Attitude sets your company apart from the competition.



Bird Board: An Overnight Success?

Hosted By: Frances Day, Chief Bird of Bird Board

Scheduled Time: 13:00pm to 13:30pm

Frances has run seven different businesses and Bird Board is her latest baby.

During the crash approximately 10 years ago, Frances decided to set up her own marketing company and when the odds were stacked against her to just to do it anyway. Come and listen to the choices she made to drive the businesses forward and what lead her to the road that she now travels (which is mostly the M62.)





Ad:Venture: Planning For Growth

Hosted By: Ian Sharp, CEO of the Digital Health Enterprise Zone

Scheduled Time: 14:00pm to 14:30pm

Learn top tips to develop your strategy for strong growth

Looking to grow your business, but not sure what your growth strategy should focus on?

This short seminar will highlight key actions to focus on problems, solutions and competitive advantages that will help you to successfully grow your business.



Enterprise Europe: Selling to the Public Sector: Top 10 Tips

Hosted By: Jenny Lawson, Enterprise Europe Network Manager at Bradford Council

Scheduled Time: 14:30pm to 15:00pm

Selling to public sector clients can seem difficult, especially if you are not familiar with the process.

This workshop, run by experts from the Enterprise Europe Network and Bradford Council's Procurement Team will give you some top hints & tips, to help you when bidding for contracts and improve your chances of success.



4Networking: The Secret Of Success In Sales

Hosted By: Terry Cooper, Chairman of 4Networking

Scheduled Time: 15:15pm to 15:45pm

This energetic seminar will help you to understand the sales process better and encourage you to sell more. Terry has shared his knowledge in this fun presentation with many audiences through keynote speeches and seminars using his real life experiences from the world of Selling.

Terry became a salesman at the age of 19 and throughout his business career has remained "passionate" about sales. He spent 34 years in the corporate world in the print industry the last 10 years on the main board of a multi-national PLC.

Google Digital Garage returns to YEN Expo to help delegates 'Reach New Customers Online'

Learn how improve your digital presence through social media, online video and Google My Business.

Delegates at YEN Expo, a major Bradford business conference, will have a one-off chance to benefit from a multi-million pound digital initiative to improve online skills. The Google's Digital Garage project will form part of the YEN Expo Business Conference on Monday 6th November 2017.

Following on from last year's session (Tell Your Story Online), the 2017 YEN Expo will hold a session on how to 'Reach New Customers Online' which will help you learn how to make your website shine across all devices and improve your digital presence through social media, online video and Google My Business.

The presentation will last around 40 minutes and will be followed by a 15 minute Q&A sessions where delegates are invited to ask any specific questions to Google experts on how best to improve their online presence.

Digital Garage is part of Google's commitment to train two million Europeans in digital skills and is supported by the Confederation of British Industry, Federation of Small Businesses, Business is Great and the Government.



Becky Boyd, Digital Garage Trainer at Google Digital Garage

About Becky

Becky Boyd is an expert digital marketer with nearly 10 years of experience helping businesses of all sizes to succeed online. Becky is incredibly passionate about learning & development, believing that digital skills should be available to all, and has trained hundreds to feel more empowered online.

Working with Google's Digital Garage since it started back in April 2015 in Leeds, she is proud to be the world's first Digital Garage trainer!

Becky is also part of the Northern Voices initiative, helping to get women working in technology represented in the media and make sure their voices are heard.

“Google's products and free digital training are a growth engine for people and businesses up and down the country.

So if you live in or around Bradford and you want to boost your career, or turbocharge your business, please join us at our Digital Garage and talk to our experts. We can help you connect to new customers, help boost your productivity or improve your employability.”

Alice Mansergh, Director of Google Marketing Solutions for UK and Ireland

YEN Expo Panel Session: GDPR and Cyber Security

Preparing yourself and protecting your business

Scheduled Time:
10:30am - 11:30am

GDPR (General Data Protection Regulation) - and from 25th May 2018 this is a regulation that ALL businesses need to comply with.

You could face financial penalties for any potential breach, so it's wise to get an understanding of the regulations now - in order to ensure your business is compliant in good time.

This seminar focuses on the impact of GDPR on businesses, providing techniques and tips on what you need to change to be prepared for its introduction in May 2018.

Speakers will describe the expectations and intent of the new regulation in the context of information security and data protection.

Many business owners will think that these regulations do not apply to them, however, GDPR regulations apply to ALL 'Controllers' and 'Processors' of personal data.

Under the data protection act any individual or organisation that processes personal data will have to be registered with the Information Commissioners Office (ICO) unless they are exempt - so first of all you need to find out where you fit in.

Then you need to understand the legislation terms and how they relate to you and your business.

What constitutes 'personal data'? Where do you stand as a 'Controller' and/or 'Processor' of data?

What will be your level of responsibility and obligations from May 2018?

The seminar also identifies the impacts of these changes on Cyber Security. The new security requirements under GDPR take into account the data protection authorities' past experience and the new digital environment, elevating Cyber Security to a leadership and management issue, rather than a matter simply for the IT department.

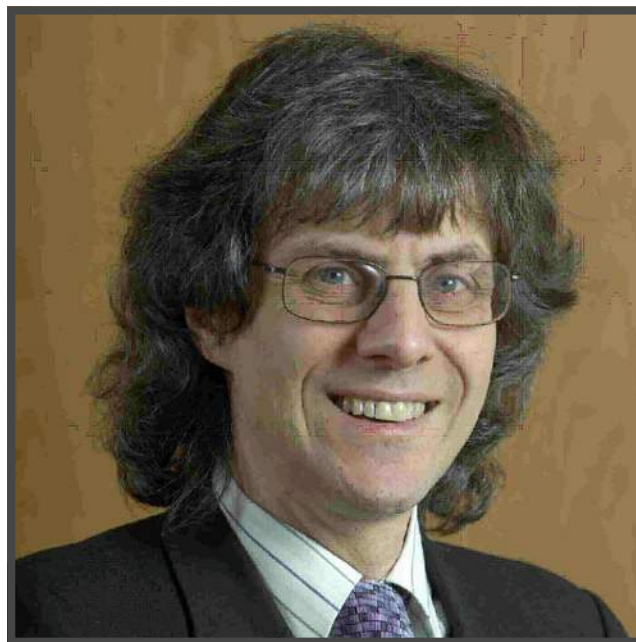
The session also has a wider focus on the ever-developing topic of Cyber

Security - and how to keep your business up to speed and protect it from the new challenges emerging on a daily basis.

The panel includes expert speakers with vast experience across various public and private business sectors.

Session Panellists are:

- Assistant Director of Transformation and Change at Bradford Council, David Cawthray
- Senior Lecturer in Computer Science at University of Bradford, Dr. Andrea Cullen
- Managing Director at Agenci Information Security, Gary Hibberd
- Senior Lecturer in Computer Science at University of Huddersfield, Dr. Simon Parkinson
- Head of Commercial Intellectual Property at Shulmans, Emma Roe
- Detective Chief Inspector at West Yorkshire Police, Vanessa Smith



Dai Davies: Spare A Bitcoin, Guv?

Hosted By: Dai Davies, Partner at Percy Crow Davis & Co Ltd

Scheduled Time: 12:00pm to 12:30pm

Blockchain technology is the power behind Virtual Currencies, the most well know of which is Bitcoins. What are virtual currencies and how do they work.

Are they real currencies anyway? Virtual currencies are based upon a distributed ledger. How should Bitcoins be treated in corporate accounts? Why are virtual currencies so secure? Will that always be the case?

Dai will then briefly go on to explore the other uses of the Blockchain technology.



DIT: Selling More Internationally Online

Hosted By: Brett Harland, International e-Commerce Adviser for the DIT

Scheduled Time: 13:00pm to 13:30pm

The Department for International Trade will be hosting a YEN Expo business clinic to showcase DIT Services to SMEs, and support businesses in the region grow by gaining a greater understanding of how to improve their online presence.

You'll discover top tips and advice on how to sell online overseas, the advantages of regional e-marketplaces and the 'Exporting for Growth Scheme' that DIT offers, as well as specialist advice from international e-commerce advisors.



Panellists Include: David Cawthray, Dr Andrea Cullen, Gary Hibberd, DCI Vanessa Smith, Dr Simon Parkinson, Emma Roe



GalaxyComs: Fail To Prepare, Prepare To Fail

Hosted By: Craig Hawes, Director of Galaxy Coms & Prestige IT Support

Scheduled Time: 14:00pm to 14:30pm

According to research by disaster recovery specialists Databarracks, 30% of businesses still fail to adopt any sort of business continuity and disaster recovery planning, and of those who do, approximately 50% do not regularly test their plan.

Join Craig for his seminar in which he will explain the key steps in drawing up and implementing a Business Continuity (BC) and Disaster Recovery (DR) plan and the common pitfalls to avoid.

Technology and innovation in the spotlight

YEN Expo 2017 is hailed as the most interactive yet with technology and innovation very much in the spotlight.

An exciting new facility is the Tech Expo zone showcasing around a dozen tech-focused business stands and a seated area for tech clinics.

YEN is delighted to host this feature alongside partners, industry experts, businesses, community leaders and policymakers who are working together to shape our evolving digital future, not just in Bradford, but globally.

YEN Director Sheraz Malik

says: "Digital technologies are transforming the way we live and do business. They have become a necessity in the age of technological revolution.

"Cities are at the forefront of that digital revolution and we recognise the power and promise of technology to transform enterprise, promote economic and social well-being and allow cities to compete in the 21st century."

Sharing the Tech Expo zone is an Innovation Showcase, where businesses display their latest upcoming products and ideas.

As well as film and television paraphernalia, highlights include 3D printing and textile resources from Bradford College and exhibits by

Bradford-based community arts organisation and "Arts Regeneration Mavericks" Brickbox.

A very special guest in this area is urban farming social enterprise Growing Better – who won themselves a free place via a YEN Facebook competition.

Leeds-based Growing Better CIC uses urban farming

experiences to support people with mental health challenges. The project grows microgreens in a shipping container using hydroponic and vertical farming techniques, which they then sell to top local restaurants to sustain their work. Their unique exhibition stand will be growing microgreens for visitors to taste.



Creating space for women in new Enterprise Village

New for 2017 is the Women in Enterprise Village. This mini-hub acts as a dedicated space to promote positive female role models and raise awareness of issues facing women in business.

Organised by Frances Day, "Chief Bird" of the women's enterprise group Bird Board, this zone shines a specific spotlight on stands promoting businesses and organisations owned by women.

There will also be a series of clinics run throughout the conference focused around developing opportunities for women in business to

network and share ideas, either directly or through YEN Expo partners.

Bird Board Discovery Day is a two-and-a-half hour networking session where women are encouraged to take their business mask off at the door and to "simply be you".

Frances says: "We help you to focus on working on the business, not in it. It's like having a collective of business coaches with a broad spectrum of great experiences, which you probably won't get from your family and friends".

After the networking session Frances also tells her own success story in a separate Speakers Corner Business Clinic: "An Overnight Success?"

She's run seven different

businesses and Bird Board is her latest baby. During the financial crash around 10 years ago, she set up her own marketing company. Although the odds were stacked against her, she decided to "just to do it anyway". She talks about the choices she made to drive the businesses forward and what lead her to the road that she now travels – "mostly the M62".

"Ask The Expert" Business Support

Another new feature of this year's conference is an Ask The Expert area which gives delegates access to business advice from prominent support organisations.

Participants include:

- Leeds City Region Enterprise Partnership
- The Department for International Trade
- Invest in Bradford,
- Enterprise Europe Network,
- AD:Venture – the EU-funded business growth support group*
- West Yorkshire Police
- West Yorkshire Fire & Rescue Service.

*The AD:VENTURE programme delivers ERDF (European Regional Development Fund) funded growth support to existing businesses in their first three years of trading and to people planning to start a business within the Leeds City Region

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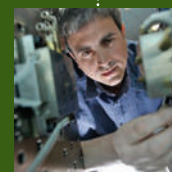
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Bradford-based Internet Service Provider Exa Networks has recently introduced DarkLight,

The fastest internet technology in the world, to businesses across Yorkshire - marking the beginning of a digital revolution for the county.

Founded in 2003, Exa Networks has steadily built a reputation as an expert in its industry - and this latest development is one of the most exciting in its history, solidifying its commitment to providing businesses with the most effective internet services possible.

From developing ExaBGP, a network tool used by some of the largest companies in the world - including Facebook, Microsoft and Google - to SurfProtect, a content filtering service used by thousands of

schools every day, they are committed to building the solutions their customers need. It is because of this commitment that they developed DarkLight - a dark fibre connection delivered by a network that is capable of achieving speeds of over 5,600,000Mbps.

Made possible through Exa Networks' partnership with CityFibre, DarkLight has opened up a new world of digital possibilities for businesses in Yorkshire, and - with the service



set to extend into even more cities and towns in the coming months - Exa Networks' growth looks like it won't be slowing down anytime soon.

For more information on DarkLight, visit the Exa Networks stand, www.darklight.city, or get in touch at: DarkLight@exa.net

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