

Kent 2020 Vision LIVE Programme, 25th April 2013

6.30am - Registration Opens for Networking Breakfast

7.00am - 9.00am Networking Breakfast in Clive Emson Conference Centre

Sponsored by Kent Association of Further Education Colleges (KAFEC)

Chair: Jane Ollis, Chief Executive, BSK-CiC

Keynote: Paul Carter - Leader Kent County Council,

8.30am - Registration & Exhibition Opens

9.00am - 10.00am - Opening Keynote in Clive Emson Conference Centre

Opening

Keynote

Clive Emson

Chair: Jane Ollis, Chief Executive, BSK-CiC

Keynote: Paul Carter - Leader Kent County Council,

Guest Speaker: Deirdre Bounds - Entrepreneur, Author & Founder of i-to-i Travel

10.15am-10.45am

Nigel Botterills

**Entrepreneurs
Circle**

Clive Emson

'The 18 Secrets that Generate Super-Successful Businesses for All' !!

Each of 'The 18 Secrets' underpin the successes that are enjoyed by the majority of the most internationally renowned entrepreneurs throughout the World: e.g. Richard Branson, Donald Trump, Duncan Bannatyne, etc. Having discovered every secret and developed the discipline to implement each, the 'path to prosperity' lies ahead for all !!

Intellectual

Property

Office

Astor

'Creative, Innovative & Protect - Intellectual Property Explained'

This seminar will cover the four main areas of intellectual property (trademarks, patents, designs and copyright) and how to protect intellectual property rights. It's a great opportunity for all businesses looking for the latest information and advice on IP - direct from the Intellectual Property Office.

11.00am-11.30am

Zoodikers Social Networking
Clive Emson

TBC
Astor

12.00pm-12.30pm

University of
Greenwich
Clive Emson

e-shot
Astor

'Effective Use of Email Marketing for Maximum Returns'

Email marketing is already recognised for its potential to offer significant ROI. Our seminar will advise you on how to capitalise on this successful channel, to maximise the return from your current clients, and gain new ones. During this session, we'll discuss different approaches to grow your prospect database, as well as develop business with current clients with industry proven techniques in clear and plain English, with no jargon, we promise!

1.00pm-1.30pm - Afternoon Keynote

TBC
Clive Emson

Tomorrow's Business

Keynote: Maggie Philbin, ex-Tomorrow's World presenter

2.00pm-2.30pm

Design Council
Clive Emson

'Design as a Strategic Tool in Business'

This interactive workshop will introduce the key role design can play in business growth. It will demonstrate, through stories and case studies, how the Design Council's Design Leadership Programme, in a practical, hands-on way, can help businesses innovate and grow.

Facts
International
Astor

'Getting the most 'bang' for your Market Research Buck!'

As well as lots of practical tips, this interactive workshop by leading Kent based company Facts International, will explain how market research is linked to growth. Using Locate in Kent as a case study, Facts will demonstrate how to get the best return from your Market Research investment.

3.00pm-3.30pm

TBC
Clive Emson

TBC
Astor

5.00pm - Exhibition Closes

5.30pm-7.30pm - Evening Networking Reception - Charity Auction

Keynote: Mark Dance, Cabinet Member, Regeneration and Economic Development, Kent County Council

The Kevin Lynes Apprenticeship Scheme Charity Auction & Silent Auction
Auctioneer: Clive Emson