

Kent Vision LIVE

11th May 16

PROGRAMME

07:30 – 09:00: KCC Networking Breakfast - Apprenticeships

Start your day meeting key decision-makers from some of Kent's leading businesses, at our popular Networking Breakfast sponsored by Kent County Council.

Tickets = £20 + VAT - including cooked breakfast, tea/coffee & soft drinks.

09:00: Exhibition Opens

09:30 – 10.20: Welcome & Opening Keynote



Welcome

Mark Dance, Cabinet Member for Economic Development, Kent County Council

Opening Keynote



Growing Pains: From Quirky Upstart to Global Player

Chas Howes, Former CFO, Superdry



As Chief Financial Officer of clothing sensation SuperDry, Chas Howes played a key role in growing the company from a handful of stores around Cheltenham to hundreds of outlets in over 40 countries across Europe, the US, South America and Asia – increasing turnover from £41million to £314million and steering it through a troubled flotation on the London stock market.

In this riveting opening keynote, Chas will speak about the SuperDry brand, the dynamic culture that propelled the company to its position as a leading player in the international fashion industry and the challenges of being the 'sensible one' in a rapidly evolving business. He will share his insights into all aspects of the company, including its unique blend of modern-Japanese and retro-American style and its innovative strategy of targeting university cities, as well as its unconventional approach to advertising, celebrity endorsements and holding sales (they generally don't do any of them).

10:30 – 11:00

Manufacturing Futures: Embracing the Opportunities



*Professor James Gao, Medway Chair of Manufacturing Engineering
& Head of Centre for Innovative Product Development &
Manufacturing, University of Greenwich*



The manufacturing sector is going through an exciting period of innovation and evolution, with many new opportunities and some significant challenges starting to emerge. In order to remain competitive in the global marketplace, Kent's manufacturing businesses need to understand, embrace and prepare for these changes as soon as possible.

Join Professor James Gao (PhD, CEng, FIMechE) from the University of Greenwich for a high-level overview of the key trends and technologies that will shape the manufacturing sector over the next 5-10 years, including digitisation with Industry 4.0 and the Industrial Internet of Things, the move towards servitisation, the growth in on-shoring and the benefits of open innovation.



Successful Marketing in 3 Simple Steps

Clive Reddihough FCIM
Chair - Chartered Institute of Marketing Kent Branch



When it comes to marketing, today's businesses are faced with a bewildering number of choices: emerging technologies and new innovations; ever-evolving social media channels; the temptation of free online marketing tools; the choice between online or offline marketing, or both.

These developments help to keep marketing dynamic, vibrant and in touch with changing consumer behaviour – but the number of decisions that now need to be made can also leave businesses feeling confused and paralysed.

By drawing on some fundamental rules of marketing, Clive Reddihough from CIM explains how to successfully navigate the maze by applying 3 simple steps.



Grants, Gifts and Loans – The Where, the Why and the How behind funding

Hosted by Kent & Medway Growth Hub



Behind every grant, gift or loan there's a reason. Understanding that reason will help manage your expectations, save time and ensure you talk to the right people from the outset.

This workshop will highlight where the funds come from, what providers want in return and how you can improve your chances.



BizTech Primer 1: Navigating Your Way Through the Technology Maze

Roger Williams, EU Digital Ambassador, Intelligent Linking



Kick off your day at BizTech LIVE with our comprehensive guide to the new technologies that could super-charge your business, either now or in the very near future.

EU Digital Ambassador Roger Williams presents a jargon-free tour of the most significant technology trends and innovations, to answer the following questions:

- Q. Which technologies are having the most impact on the business landscape?
- Q. How do they work and how are they likely to add value to your company?
- Q. What are the quickest wins and what's on the horizon?
- Q. Which technologies are most appropriate to your industry and your type of company?
- Q. What measurable impact can you expect from your investment in these areas?

You will leave this primer session with a clear understanding of the new technologies you should consider implementing in your business, enabling you to extend your knowledge further in the afternoon by attending focused workshops on those key areas.

11:15 – 11:45



Retail Futures: Survival of the fittest

Debbie Kemp, Retail Management Specialist, University of Kent



With the domestic and international retailing sectors constantly changing shape, competition for consumer spend and customer loyalty have never been more fierce. There have been many casualties on the high street, as online retailing continues to grow, new niche players emerge and overseas entrants crowd into the UK market.

Whatever your mix of online and offline business, successful retailing is still about selling the right product at the right price, in the right place and at the right time – whilst also ensuring consistently positive customer interactions. Debbie Kemp explains why the multi-channel retail environment has made the overall customer experience more important than ever before, exploring some of the key trends that are shaping customer expectations.



The World of Social Selling: Know > Like > Trust > BUY

Katie King, Managing Director, Zoodikers



In a smartphone-dominated world where customers have taken control, successful businesses need to live by the new social selling mantra of 'Know, Like and Trust'.

They need to adopt marketing tactics to build thought leadership, to provide customer value by exploiting data and to leverage warm introductions.

Leading business and digital marketing consultant Katie King explains why you need to stop thinking of social media as a 'fluffy' layer of general awareness and start treating it as an important lever for developing trust and securing new customers.



Create, Innovate & Protect


Hosted by Intellectual Property Office



Specialists from the Intellectual Property Office (IPO) explain the most important aspects of intellectual property and how it can impact on SMEs. The audience is broken up into small teams and presented with a series of five scenarios in which intellectual property is crucial to a business.



BizTech Primer 2: Navigating Your Way Through the Technology Maze

Roger Williams, EU Digital Ambassador, Intelligent Linking 

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12:00 – 12:30



Tourism Futures: Trends to Watch and Opportunities to Grasp

David Curtis-Brignell, Head of Destination Partnerships, Visit Kent



2015 was another record year for British tourism, with inbound visitor numbers rising for the sixth year running and total spend increasing at a similar rate. As the primary gateway for Europe and home to a wide range of unique attractions, Kent is well placed to take advantage of this continued growth – but the buoyancy of the sector is also creating more competition than ever before.

To help you compete effectively, Visit Kent will provide some key insights into the current state of tourism in Britain and Kent – highlighting the trends, opportunities and challenges for businesses in this, the country's third largest industry.



Get Yourself Noticed with Effective Search Marketing

Becky Campbell, Founder of Reflect Digital 

A 30-minute overview of the search market place, which promises to be both illuminating and fun - presented by Becky Campbell from Reflect Digital, one of KM's Top 30 Under 30!

Focusing mainly on search engine optimisation (SEO) but also touching on paid search (PPC), Becky will provide some brilliant tips that can be implemented immediately into your strategy.



Trading and Developing Partnerships Across Europe

Valerie Pondaven, European Business Advisor, University of Greenwich



This workshop will cover various aspects of trading with other European countries, understanding European business culture and legislation and finding commercial and technology partners.

Presenter Valerie Pondaven is a specialist Business Adviser for the Enterprise Europe Network, with a strong track record in supporting UK companies to develop their market into Europe.



BizTech Primer 3: Navigating Your Way Through the Technology Maze

Roger Williams, EU Digital Ambassador, Intelligent Linking



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12:45 – 13:30



KEiBA Finalists announced

Rob Wills from KMFM Drivetime



Lunchtime Keynote Building an Exceptional Customer Experience

Louise Fowler, Davenport Strategy / British Airways / First Direct



How would your customers rate their experience of your products or service? Do they keep coming back for more? And do they recommend you to others?

Most of the world's most successful brands now have the customer experience built into every aspect of their day-to-day operations to ensure that they stay at the forefront of their industries: an approach that is becoming ever more important in the age of social media, online ratings and word-of-mouth marketing.

In this special lunchtime keynote, marketing pioneer Louise Fowler will help you to create exceptional customer experiences for your own clients – whatever product or service you are offering – by sharing 25 years of experience with market leaders such as First Direct and British Airways, where she launched the ground-breaking BA Executive Club and the world's first flat beds on a plane.

12:45 – 13:15



Faster, Stronger, Fitter: The Possibilities of Pervasive Superfast Connectivity

Leonard Kay, Sales & Marketing Manager, Custodian Data Centres



The UK buys and sells more online than any other G20 country and many of Kent's leading companies already make innovative use of the Internet to deliver real savings, better productivity and sustained revenue growth opportunities. But the lack of a pervasive 'superfast' network is also resulting in countless missed opportunities.

Better service provision and effective use of superfast connectivity will transform the ability of the Kent business community to compete globally and maximise profitability, by harnessing the huge potential of innovations such as the Cloud, Software-as-a-Service (SaaS), Big Data, the Internet of Things, Service Automation, social media, mobile working, video conferencing, e-learning and much, much more.

Discover your options for accessing this new world of business possibilities and demand more from your service providers once you know what a difference it could make.



Big Data Means Big Business

Gareth Mann & Matt Jenkins, Digital Contact



Digital Contact is a big data product company, creating easily consumable big data products and services for business-to-business and business-to-consumers. Their data has been featured in several high-profile publications, including: The Financial Times, The Telegraph, FT Advisor, Daily Mail, SHARES Magazine, Investors Chronicle, CITY A.M. and TRADE Magazine (to name but a few)...

This session will lead you through the everyday uses of big data, showcasing the many potential benefits for your business – such as establishing better relationships with customers, understanding consumer needs and spotting emerging trends in your market. Gareth & Matt will also explain how they predicted the outcome of the UK General Election, coverage of Donald Trump's Presidential election race and their current focus on the EU Referendum and conversations around "Brexit".

They will also clear up some common misconceptions around big data terms and explain the underlying technologies that they use every day (without being too techy).

13:45 – 14:30



Google's Digital Garage: Tell Your Story Online

Gori Yahaya, Head of The Digital Garage, Google



In this information-packed 45-minute tutorial, Gori Yahaya from Google introduces the key principles of online marketing and shares the latest thinking on how to promote your business to best effect via the web, onscreen and mobile devices. Focus areas include:

- The growth of the UK's digital economy
- Tips for building a mobile-friendly website
- Customer insights and measuring your ROI
- Social media and other web-based activities
- The power of video in online marketing

13:45 – 14:15



The UK Economy: Current State and Future Outlook

Michael Martins, Economic Analyst, Institute of Directors (IoD)



Join IoD economist Michael Martins for the inside track on the current state of the UK economy and its future outlook. Using the latest data, this session will analyse how the UK's economy has changed since the 2008 financial crisis and show how this relates this to the state of the global economy.



Employing Staff: Top Tips for Building a Tiptop Team

Brian Whiting, Founder of the Whiting & Hammond Pub Group

(on behalf of FSB) **WHITING & HAMMOND®**

One of the greatest challenges you will ever face when growing your business is recruiting, managing and motivating the people you need to help you: aka your staff.

Many brilliant entrepreneurs are highly averse to the thought of formal employment contracts, PAYE/NI calculations, pensions, personnel issues and HR legislation – not to mention the significant monthly overhead – but done correctly, the rewards of recruiting and building a high-performing team will quickly outweigh the administrative burden.

FSB has invited local entrepreneur Brian Whiting to explain how the Whiting & Hammond Pub Group has to do this every time it opens a new establishment: quickly building superbly capable and motivated teams that can recreate the distinct character and ethos of their family-friendly pubs. Brian will offer first-hand advice on how to find and develop staff that become your greatest asset, and the positive impact that empowered customer-oriented people can have on your bottom line.



The Changing Nature of Customer Relationship Management (CRM)

Mike Driver, Founder, LogiCRM



As customers take more and more control of their relationships with suppliers, multi-channel marketing presents huge challenges for the consistency and timing of customer communications. The growth of social media is creating autonomous networks of customers, whose opinions may well start to shape the provider, rather than the other way around.

Technology tools such as salesforce and Genesys can help to manage the customer interface and facilitate new levels of engagement – but you will also need your entire organisation to embrace a more radical approach to CRM: with the objective to manage every point of contact and not just those within the traditional sales process.

Recognising that CRM is as much about managing people as software, this jargon-free workshop aims to set you on a path towards the pro-active management of all customer interactions and their cumulative impact on your business.



Future Business Landscape: Disruptive Technologies in a Connected World

Richard Roberts, Cisco



Over the past few years, technology-powered businesses such as Uber, AirBnB and JustEat have been disrupting established business models at a speed that would have been previously unthinkable. Using technological factors such as the proliferation of smartphones and widespread access to high-speed networks, these new companies have been able to steal market share from established market leaders by catching them 'off-guard' and transforming the ways that sectors operate.

So what does the future have in store? And what should you be doing stay ahead of your competition and seize new opportunities? Join industry giant Cisco to hear about the emerging trends and disruptive technologies that are most likely to reshape the next 5-10 years of business and customer interactions.

14:30 – 15:00

SME Sustainability Finance Currently Available from Kent County Council



Hosted by KCC Low Carbon Kent



Kent County Council has a range of grants and loans available to help Kent businesses become more sustainable.

Come and hear about what's currently on offer, including a grant of up to £10,000 available to spend on either energy efficiency measures or business development costs, depending on the stream chosen and eligibility through the LOCASE project.



Employment Claims and Disputes - Prevention is Better than Cure

Hosted by *Doswell Law Employment Solicitors*



Whether you are a new business or managing an established SME, getting the correct employment systems and procedures in place and, more importantly knowing how to implement them, can save time and money.

Specialist employment lawyer Henry Doswell tells you how to avoid the pitfalls and get peace of mind.



Understanding the Cloud and Managing your Business with Xero

Hosted by *MHA MacIntyre Hudson*



Cloud-based solutions offer significant benefits for companies that want to maximise flexibility and accessibility to their core business systems, whilst minimising the amount of hassle needed to keep them running smoothly.

MHA MacIntyre Hudson will demonstrate how the Xero cloud accounting solution can be used to manage your business 24/7 – taking control of cash flow and accounting in a simple, secure and efficient way, even while you're on the move – and explain why hundreds of thousands of SMEs have already switched to the cloud.



Business opportunities in the Internet of Things (IoT)

Ahmed Nuaman, Founder of Scout



The Internet of Things (IoT) is the next step towards the digitisation of our society and economy: connecting billions of 'smart' objects, machines and people via the Internet, to report about their status and take appropriate actions in real time.

By seamlessly connecting the physical and virtual worlds via sophisticated sensors, the IoT will soon turn concepts such as Intelligent Houses and Smart Cities into an everyday reality, transforming supply chains and re-shaping many industries along the way.

Join us for this fascinating glimpse of the future to find out which sectors will feel the impact first and work out how your business can benefit from the enormous business opportunities that are already starting to emerge.

15:15 – 16 :00



Google's Digital Garage: Reach New Customers Online

Gori Yahaya, Head of The Digital Garage, Google



In this second 45-minute tutorial, Google's Gori Yahaya digs deeper into how to improve your digital visibility: helping your site to be found through the major search engines and understanding the benefits of online advertising. Key areas include:

- The importance of search marketing
- How does search work?
- Key tools such as Google Trends, Google My Business & Google Adwords
- Optimising for mobile
- Quality scores & click-through rates

15:15 – 15 :45



Win More Tenders with the Right Approach to Health & Safety

Hosted by Hawksafe Ltd



Find out how competent health, safety and environment advice can save time and effort when completing long and laborious Pre Contract Questionnaires (PQQs) and tender documentation. Hawksafe explain how a good partnership in this area will help you to win new business and new clients.



Workplace Pensions: Are you ready for auto-enrolment?

Hosted by NOW: Pensions



The incoming auto enrolment requirements represent the most significant change to workplace pensions in decades – yet many small companies still haven't got to grips with what they need to do. As your staging date draws near, you will need to know the answers to the following questions:

- Q. Have you chosen a pension scheme yet?
- Q. Have you assessed your workforce to see who will need to be included?
- Q. Are you planning to use postponement?
- Q. Will you be using external advisors to help you?
- Q. What software are you going to use to automate the process?
- Q. Have you told your staff how automatic enrolment will affect them?

Attend this jargon-free workshop to gain a clearer understanding of your obligations under the new regime, including guidance on how to be compliant and how to present the changes as a very positive benefit for employees.



Trusting Digital Payments: e-Commerce Goes Mainstream

Tom Dunbar & David Song, Payments UK



From booking a flight to buying a book, over the past decade the internet has massively impacted the way we pay for things. Ten years ago, broadband was patchy, few of us owned a smartphone and we were generally wary about shopping online.

Fast forward to today and we're online and banking around the clock – we have the world at our fingertips and can buy virtually anything anywhere. The number of people buying online and businesses selling over the internet has grown rapidly and for many of us it has become no more daunting than walking into a shop.

So have our worries about shopping online disappeared? Are our changing attitudes justified? And what's next for digital payments?



Intelligent Agents: The Next Wave of Customer Service Automation

Amelia, Virtual AI Agent, IPsoft



Learn about the basic concepts of Artificial Intelligence (AI) and 'embedded' intelligence directly from the new generation of virtual AI agents: Amelia - beaming directly from the United States.

IPsoft's Amelia talks you through the practical applications of AI technologies in the latest search and data management solutions and the next wave of smart technologies, showing how these will interact with IoT, Big Data and pervasive networks to provide a giant leap forward in the provision of automated customer service.

16:30: EXHIBITION CLOSES
