

**ORKNEY
BUSINESS
FESTIVAL 2016**



20-22 APRIL

spring into action

LET'S TALK BUSINESS – everyone welcome

READY, STEADY, GROW – for existing businesses

SPEED BUSINESS – for new businesses

A mix of entrepreneurs, industry experts and advisers, both local and from elsewhere in Scotland, will be on hand to provide all the advice you need to start or grow your business.

DETAILS OF EACH SESSION OVERLEAF.

ALL EVENTS AT THE PICKAQUOY CENTRE, KIRKWALL

All events
FREE
of charge

Wednesday 20 April

LET'S TALK BUSINESS

1900 Introduction by Hugh Lightbody, Business Gateway's chief officer for Scotland
Hosted by Dave Gray, BBC Radio Orkney

Hear about running a business from people who do

- **Steven Leckie**, Crieff Hydro
- **Neil Stevenson**, Grooves
- **Sheila Fleet**, Sheila Fleet Jewellery
- **Lewis Hill**, Swannay Brewery

An initial presentation by Steven Leckie, our keynote speaker, will be followed by an interval where you can enjoy an Orkney finger buffet, and think about questions to pose during the subsequent Q&A session with the above business people.

All events
FREE
of charge

Thursday 21 April

READY, STEADY, GROW

a day of events for existing businesses

0930 THE WORLD'S YOUR OYSTER
Hear from experts about internationalising your business

1030 HELP – I NEED SOME BODY
Find out what support is out there from the various bodies that can help you grow your business

1130 BREAK Enjoy teas, coffees, cakes, while browsing our exhibition area and meeting key speakers from the day's events

1200 BE A LEADER, NOT A BOSS
Critical things to consider when you are employing people

1300 LUNCH (not provided)

1400 #COMMUNICATION Make the most of social media to grow your business

1500 TIME IS MONEY, PEOPLE Manage your time better and become more profitable

1600 WHAT ARE PEOPLE SAYING ABOUT ME?
Improve customer care skills across your business

Friday 22 April

SPEED BUSINESS

short, sharp workshop session for pre-start and start-up businesses

1000 JUST DO IT Gain more confidence and make that change to make the most of your business aspirations

SHOW ME THE MONEY Getting the finance right, taking on debt

SELL ME THIS PEN Why should people buy from you? What value will your product offer, and to whom?

THE LAW Keeping it legal

PLAN TO SUCCEED Goals, challenges, and change. Why planning is important when you set up and run your own business

IT'S NOT COMPLICATED Breaking down the barriers, and the reasons you think you can't do it – you can!

1200 LUNCH Mingle with the people you've been listening to – explore your ideas further over a bite to eat

Throughout the festival, industry experts and advisers will be available to speak to in a dedicated exhibition area.

ALSO HAPPENING

BY INVITATION ONLY

Wednesday 20 April

PROFITING FROM CREATIVITY for social enterprise, hosted by DTAS (Development Trusts Association Scotland), for groups running a community asset/hub or programming community arts events; exploring alternative sources of income generation and creative ways to involve the community

Thursday 21 April

COMMUNITY-LED CARE networking lunch for social enterprise and community groups, hosted by HISEZ (Highlands and Islands Social Enterprise Zone)

ASSET TRANSFER AND THE COMMUNITY EMPOWERMENT ACT
DTAS session

LEAN MANUFACTURING a practical workshop for manufacturers run by SMAS (Scottish Manufacturing Advisory Service)