

What's on guide

Day 1 - Friday 20th September 2019, Lancaster Brewery, 10am – 4pm

Title	Description	Time
Official Opening - Day 1	with Dr Erica Lewis, Leader of Lancaster City Council and Mal Garnett, President of Lancaster & District Chamber of Commerce	10am
Panel Discussion	Panel Discussion 'Promoting North Lincs to the UK and beyond' Chaired by Richard Slater, Lancashire Business View with panellists including Chamber President, Mal Garnett, MD of Apparatus Marketing, Rachel McQueen, Chief Executive of Marketing Lancashire and Marcus Angell, MD of SilverDoor Apartments, Aaron Crewe, MD of Novi.Digital and Martyn Butlin, External Communications Manager of EDF Energy	10.30am - 11.30am
Tap Talk 1	Jason Syers, Director for Economic Growth & Regeneration at Lancaster City Council	12noon - 12.30pm
Tap Talk 2	DT Guest, Workshop Media - Going Mobile: Stop Worrying & Love Your Face on Video	1pm - 1.30pm
Tap Talk 3	Stephen Parkinson, UK Business Academy - Wake up! The change tsunami is here!	1.30pm - 2pm
Tap Talk 4	Richard Bradfield, Station Director Heysham 1, EDF Energy - The on-going role of Heysham Power Stations as key players in the local economy	2pm - 2.30pm
Tap Talk 5	Prof. Rob Young, Director of Lancaster University's Quantum Technology Centre and Chief Scientist at Quantum Base Ltd.	2.30pm - 3pm
Tap Talk 6	Louiza Rabouhi - Does your brand identity really represent your business?	3pm - 3.30pm
Networking	Networking at the North Lincs Expo - Join us at the end of day 1 of the North Lincs Expo for our networking session!	4pm - 6pm

The Panel Discussion, Networking and all of the Talks will be held within Lancaster Brewery. The duration of the Tap Talks is 20 minutes plus Q&A. They are FREE of charge and no need to book.

A Tap Talk is a TED-style talk at the North Lincs Expo - short, powerful and informative!

Tap Talk No 1 – Jason Syers, Director for Economic Growth & Regeneration at Lancaster City Council

Jason Syers is Lancaster City Council's Director for Economic Growth and Regeneration. He has more than 35 years' experience across the public and private sector with an extensive background in regeneration. Jason's current responsibilities are to grow the Lancaster district's economy through integrated service delivery, planning, economic development and regeneration. Prior to his current role he was Strategic Projects Manager at Dumfries and Galloway Council and has also worked as the Executive Director for Projects and Practice within the Prince's Foundation for the Built Environment

Tap Talk No 2 – Going Mobile: Stop Worrying & Love Your Face on Video - Overcome the blocks stopping you from making videos with your phone! Technology, time and confidence are the three common barriers of using your smartphone to create video.

David 'DT' Guest from Workshop Media will be your guide to getting started using your smartphone to make videos for your business. In 20 minutes, he will be tackling the tech, the time and the tenacity you need to make it happen!

Workshop Media is a video marketing team on a mission to empower your Lancashire business to use video to get more customers. Through straightforward ideas, real world tools and a service designed around the practical needs of your business, they remove the blocks that get in the way of business video storytelling. This results in simple, powerful video strategies that are focused on your business, your goals and your customers.

Tap Talk No 3 – Stephen Parkinson – UK Business Academy - Wake up! The change tsunami is here!

Whether you like it or not, major change is upon us with much more heading our way. How will your business adapt? Will you ride the wave or be washed away?





Stephen is a business coach – dedicated to working with small and medium sized business. After a successful marketing and senior management career, Stephen set up UK Business Academy to help business owners manage better, the unique demands of running a small and medium sized business.

Tap Talk No 4 – Richard Bradfield, Station Director Heysham 1, EDF Energy - The on-going role of Heysham Power Stations as key players in the local economy.

Richard began his career at Calder Hall in Cumbria in 1987 after graduating from Cambridge University where he studied Engineering, specialising in Civil Engineering. When he was young, Richard wanted to own a bike shop when he was older, but instead decided to join a two-year graduate training scheme in day operations in Cumbria. Following his training, Richard joined Heysham 2 in 1989 as a Fuel Route Systems Engineer in charge of the fuel storage ponds. He moved to shift operations in 1992 as a Desk Engineer and SAP before moving down to Oldbury in Gloucester in 1995 as Simulator Tutor for Heysham 2.

In 1997, Richard returned to Heysham as a Control Room Supervisor becoming a Shift Manager in 2000. In 2003 Richard started his management career as Operations Manager at Heysham 2 before moving to Heysham 1 as Operations Manager in 2005 under the joint site initiative.

During the Boiler Closure Unit (BCU) project Richard led a team to look at the optioneering solution and in 2008 moved East of the Pennines to join Hartlepool firstly as acting Station Director for five months before settling into the role of Plant Manager for 3 years.

In 2011, Richard returned to Lancashire to Heysham 1 as Plant Manager, with a short stint as acting Station Director. He then moved to Heysham 2 in the same role in late 2015, before becoming Station Director at Heysham 1 in July 2016.

Tap Talk No 5 – Prof. Rob Young, Director of Lancaster University's Quantum Technology Centre and Chief Scientist at Quantum Base Ltd - Quantum Base is a spin-out company from Lancaster University that is developing innovative solutions to real-world problems in cyber security, from safeguarding communications to preventing counterfeiting.

Rob will explain how Quantum Base have benefitted from the world-leading facilities available at Lancaster University, which enable the company to invent, design, prototype and implement its products.

Come and find out how this cutting-edge research-based at Lancaster University could have a positive impact on every single person's life.

Tap Talk No 6 – Does your brand identity really represent your business? - Louiza Rabouhi is a Lancaster-based freelance designer offering brand and marketing consultancy for independent growing businesses in Lancashire and Cumbria.

Louiza works with a diverse range of clients including an award-winning ice cream maker, coffee producer, software company, artisan café, yoga studio, cloud accounting practice, interior design company, spa, and initiative to encourage more women to enter tech.

Hear the stories behind these brands and discover how to get noticed and reach your target audience during this lively and fun brand workshop - with the opportunity for a one on one free consultation with Louiza at the end.

2019 'Best Stand' Award will be judged by The Right Worshipful the Mayor of the City of Lancaster, Coun David Whitaker. The judging will take place during Day 1 of the Expo with the results will be announced at the Networking event being held the same day from 4pm – 6pm.

