

What's on guide

TAP[^] Talks
 ^ = guest speakers & workshops

Day 1 - Friday 20th September 2019

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 Lancs 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 Lancs Expo - Join us at the end of day 1 of the North Lancs Expo for our networking session!	4pm - 6pm

2019 'Best Stand' Award will be judged by 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.

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.

Brought to you by **The Chamber of Commerce** in association with **Lancaster City Council**



Proud to sponsor the **North Lancs Expo**



NORTH LANCS EXPO 2019

THE FUTURE OF NORTH LANCASHIRE

Join us for a lively discussion on
'Promoting North Lancs to the UK and beyond'

We're part of the Northern Powerhouse and boast a portfolio of assets stretching out across the Forest of Bowland with historic landmarks still in the possession of the British Crown as the Duchy of Lancaster. A major destination on the West Coast mainline between Glasgow, London and Manchester and in the strategically important M6 corridor.

A city region crossed by canals and the River Lune, perfectly situated between two Areas of Outstanding Natural Beauty - within minutes of Morecambe Bay's spectacular coastline, the open countryside of North Yorkshire and the mountains of the Lake District.

North Lancashire is a place of quality, scale and magnitude.

Our story reflects where we have come from, but more importantly let's discuss where and how our area can grow and develop in the future.

Friday 20th September

Lancaster Brewery, 10.30am - 11.30am

Promoting North Lancs to the UK & beyond

Panel Discussion - Friday 20th September, Lancaster Brewery, 10.30am - 11.30am

Chaired by **Richard Slater, Lancashire Business View**



Panel members will be in safe hands with Richard at the helm. Richard began his media career in 1989 as a local newspaper reporter.

Richard leads the Northpoint group of media-related businesses with brands including Lancashire Business View magazine, Red Rose Awards, Fettle Events and Limitless PR.

Your panel includes:

Mal Garnett, Chamber President and MD of Apparatus



Mal is Managing Director and Owner of Apparatus Ltd a full-service Brand Building Creative Agency based in Bolton-le-Sands. Before moving to Lancaster Mal worked in London on some of the world's leading brands including BP, John Lewis, Selfridges, Marks & Spencer and Waitrose. Now he continues to work with large national brands alongside local SMEs.

Since making the strategic decision to move the agency from London to Lancaster 13 years ago, Mal has applied his big brand expertise to many smaller North West businesses helping them to grow. Apparatus has been an active chamber member since arriving in Lancaster and during its time here, the agency has supported numerous campaigns for the district including local charities; local tourism; retail and education.

Rachel McQueen, Chief Executive of Marketing Lancashire



Rachel was appointed to the role of Chief Executive in April 2018, having previously held the roles of Director of Tourism at Marketing Cheshire and Director of Marketing and Deputy CEO at Marketing Manchester.

During her career at Marketing Manchester she led a team of 26 responsible for the promotion of Manchester as a leading business, leisure and learning destination; focused on attracting visitors and investors, growing a highly skilled workforce and driving sustainable economic growth.

Marcus Angell, MD of SilverDoor Apartments



Marcus is the founder, owner and Managing Director of the Habicus Group, which incorporates the businesses of SilverDoor Apartments, Citybase Apartments, Central London Apartments and the Orbital Platforms suite of technology systems.

The group's core business, SilverDoor Apartments, operates exclusively within the business travel market and offers a unique, award-winning level of service that has attracted some of the world's leading companies. The brand utilises an experienced account management team, cutting-edge technology and a cohesive network of international property operators to provide an unparalleled service that has revolutionised the business travel industry.

As the group Managing Director, Marcus is ultimately responsible for the operation and performance of the combined business. His particular focus is on the group's strategic growth and business planning strategies. He also defines and promotes the group's professional ethics and working environment.

Aaron Crewe, MD of Novi.Digital



Since founding novi.digital in 2009, Aaron has managed the business into teams of certified and experienced professionals. Bringing with him a total of over 15 years of digital marketing experience, he has worked for some of the UK's largest digital agencies prior to starting novi.

Aaron began novi.digital with an aim to provide all of our clients with the high-calibre of SEO and digital marketing expertise that he felt was missing from the digital marketing industry, and novi.digital is a testimony to that success. Aaron has personally managed over £6m in Google Ads spend and invested over £1m of novi.digital marketing spend for a profitable return, as well as spearheading international campaigns for a number of Universities and FTSE250 organisations.

Martyn Butlin, External Communications Manager of EDF Energy



After spells with the Lancashire Evening Post and Lancaster and Morecambe Newspapers, Martyn joined the team at Heysham Power Stations in 1997 looking after external communications and also taking a key role in linking the sites more closely to their community.

Martyn is part of the wider EDF Energy external communications team looking after the company's generating sites. He has planned the media aspect of a number of emergency exercises, and the breadth of the role also means working with local councils and also MPs.

Earlier this year Martyn was proud to join the board of Lancaster Place.