

**BECKENHAM  
BUSINESS DAY 2023**



A day of inspiring speakers, meaningful workshops and purposeful networking, to help you **Fast Forward** your business

# PROGRAMME



# Floorplan



# Schedule

## for Beckenham Business Day 2023

- 10.00 – 10.20 **Registration** and coffee
- 10.20 **Welcome** – Bayo Igoh – Master of Ceremonies
- 10.25 **Opening** – Cllr Keith Onslow – Deputy Mayor of Bromley
- 10.35 – 10.45 **Jane Rogers** – Chair, Beckenham Business Association  
'Fast Forward your business into 2024'
- 10.45 – 10.50 **Bayo Igoh** – Business Day Programme
- 10.55 – 11.20 **Saffron Saunders** – CEO Start-up Croydon  
'The Evolution of Enterprise Support in the Digital Age'
- 11.20 – 11.30 **Bayo Igoh** – Networking Activity
- 11.30 – 12.05 **NETWORKING & COFFEE** while workshop takes place
- WORKSHOP 1**
- 11.35 – 12.00 **Fiona Fraser** – The Podcast Expert  
'The 10 Things You Need to Start a Podcast'
- 12.05 – 12.30 **Business Maven**  
'AI: The Business Revolution You Can't Afford to Miss'
- 12.35 – 12.45 **A word from our sponsors - Clockwise**
- 12.45 – 13.00 **Hello** from exhibitors
- 13.00 – 13.50 **LUNCH & NETWORKING**
- WORKSHOP 2**
- 13.15 – 13.40 **Greg Micallef, MD** – Greg Micallef Associates  
'Using AI In Your Office Space Today'
- 13.50 – 14.15 **Amisha Karia**, Collection Curator – Bethlem Gallery  
'Art, Business & Wellbeing'
- 14.20 – 14.45 **Mercedes Yearley**, Quest Soul Theatre cic  
'The Power of Play'
- 15.10 – 15.45 **NETWORKING & COFFEE** while workshop takes place
- WORKSHOP 3**
- 15.15 – 15.40 **Richard Wraith** – WESH UK  
'How to choose your website name'
- 15.45 – 16.00 **Hello** from sponsors & exhibitors
- 16.05 – 16.25 **Yasmin Egan** – Yasmin Massage Therapy  
'Breathwork for Business Calm'
- 16.30 – 16.45 **Panel Discussion** chaired by **Lily Mensah** – our speakers will discuss key takeaways from today and take questions from the audience.
- 16.45 – 17.00 **Elizabeth Wakeling** – Business Day Thank You and Close

# MEET THE SPEAKERS



## **BAYO IGOH**

Bigoh Coaching

### **Master of Ceremonies**

An award-winning coach, Bayo has worked with a cross-section of senior managers and executives in voluntary, public and private sectors. He has a demonstrable track record working with entrepreneurs, start-ups and SMEs. His superpower is to work with clients and help them turn their problems into possibilities; creating a genuine desire to 'grow'.

Bayo will be our Master of Ceremonies for the day, introducing speakers and keeping everything to time.

[www.bigohcoaching.com](http://www.bigohcoaching.com)



## **CLLR KEITH ONSLOW**

Deputy Mayor of Bromley

Councillor Keith Onslow is Deputy Mayor for the 2023-24 period. He was first elected to Bromley Council in 2014 and has since sat on committees for most council functions. Cllr Onslow knows it is important to support business development in the borough, and his experience running his own business is helpful in determining what can be done to assist promotion of inward investment.

Cllr Onslow will officially open Beckenham Business Day 2023.



## **JANE ROGERS**

Chair, Beckenham Business Association

### **'Fast Forward your business into 2024'**

Jane Rogers is a content writer, trainer, speaker and marketing specialist with over 24 years' experience helping small businesses write compelling content to attract the right clients. She has been Chair of Beckenham Business Association since 2021.

Jane will welcome us to Beckenham Business Day and talk about how we can collectively help each other to Fast Forward our businesses as we head into 2024.

[www.janerogerspr.co.uk](http://www.janerogerspr.co.uk)



## **WORKSHOP ONE**

### **Fiona Fraser – The Podcast Expert**

#### **'The 10 Things You Need to Start a Podcast'**

Fiona Fraser is the founder of the UK's first and only podcast PR Agency, POW PR. Online, Fiona is also known as The Podcast Expert, where she helps people create, launch and grow podcasts with a strategy-first approach and her own proven methods.

In this workshop, Fiona will share her expertise and her top 10 tips on how to create a standout podcast you can feel confident with and that resonates with your audience.

[www.thepodcastexpert.co.uk](http://www.thepodcastexpert.co.uk)







### SAFFRON SAUNDERS

CEO, Start Up Croydon

#### 'The Evolution of Enterprise Support in the Digital Age'

Startup Croydon is launching a new Creative Digital Lab this November, offering South London's creative community access to state-of-the-art equipment. This resource will be affordable and accessible and offer local professionals access to equipment usually only found in university settings.

Come learn how automation and AI is changing the employment landscape and how the new lab will offer you the ability to upskill or improve your range of digital assets to keep your business ahead of the curve.

[www.startupcroydon.co.uk](http://www.startupcroydon.co.uk)



### BUSINESS MAVEN

#### 'AI: The Business Revolution You Can't Afford to Miss?'

Business Maven is a Fortune 500 consultant and small business coach with over 26 years' experience. Specialising in business operations, marketing, and the application of AI technologies, Maven has worked with a diverse range of clients, including Virgin, Samsung, Apple and Google.

She is also the author of "The ChatGPT Millionaire Blueprint," a comprehensive guide to leveraging AI for business success.

Don't let the AI revolution pass you by! Join Business Maven to discover how AI can revolutionise your business.

[www.businessmaven.io](http://www.businessmaven.io)



### AMISHA KARIA

Bethlem Gallery

#### 'Art, Business and Wellbeing'

Bethlem Gallery programmes creative activities to support the professional development and socially engaged practice of their artists, many of whom have experienced mental health services.

Studies have shown that having art in the work environment enhances employee wellbeing by lowering stress and increasing creativity and productivity. Amisha, who is responsible for establishing the Gallery's collection and art rental programme, will give you an opportunity to think about the benefits of having art in your environment.

[www.bethlemgallery.com](http://www.bethlemgallery.com)



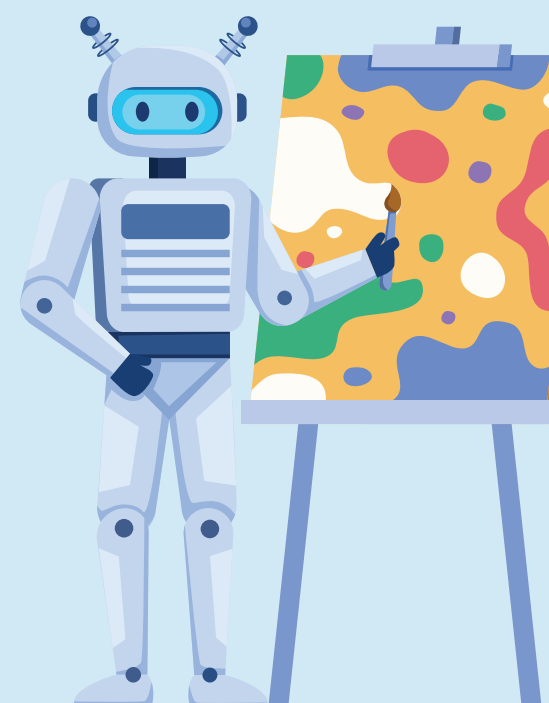
### WORKSHOP TWO

#### Greg Micallef – Owner & MD, Gregory Micallef Associates

AI is a rapidly advancing field and is transforming businesses. Yet, there are many misconceptions and sometimes a reluctance to embrace this technology.

This workshop aims to give you an insight into AI tools to use in your business, explore some of the myths, show you how to quickly answer questions using AI, and be more efficient. With over 42 years' industry experience, Greg Micallef is well placed to lead you through this AI workshop.

[www.gmal.co.uk](http://www.gmal.co.uk)



# MEET THE SPEAKERS



## MERCEDES YEARLEY

Quest Soul Theatre

### 'The Power of Play'

Mercedes Yearley has over 15 years' experience teaching young people drama. She has been an actress, writer, director and improviser since she was old enough to walk on stage. She created Quest Soul Theatre to help people with their wellbeing, using stagecraft to build community and support good mental health.

As adults we lose the ability to play. Yet, to evolve in business, we need to tap into our creativity. Drama offers a space to try out new things, rediscover ourselves and forge new ideas. Through this '10-minute Shakespeare' workshop, Mercedes will show you how a little play goes a long way.

[www.questsoutheatre.co.uk](http://www.questsoutheatre.co.uk)



## YASMIN EGAN

Yasmin Massage Therapy

### 'Breathwork for Business Calm'

Yasmin has been practising a comprehensive range of complementary therapies since 1999. Most recently, she discovered the amazing benefits of breathwork to help balance her nervous system and calm her body. She now teaches breathwork to others so they can also reap the fantastic benefits.

During her session, Yasmin will show us how to reduce stress and restore balance with one simple breathwork technique, so that you can start to calmly meet the challenges of business life.

[www.yasminmassagetherapy.co.uk](http://www.yasminmassagetherapy.co.uk)



## LILY NAADU MENSAH

Lyncs Media

### Chair of the Speaker Panel

Lily is an author, speaker, and coach. She is the founder of multi-disciplinary consultancy Lyncs Media and the author of **Work Your Quirks: The businesswoman's companion for a sparkling personal brand**. Lily's career is a cauldron of entrepreneurship and employee stints, focusing on leadership and team development, coaching, training, course design and speaking. She sums up her brand as "Quirky, spirited and inspirational."

Lily will chair the speaker discussion panel during the afternoon programme.

[www.lyncsmedia.com](http://www.lyncsmedia.com)



## WORKSHOP THREE

### Richard Wraith – WESH UK

#### 'How to Choose Your Website Name'

A website name is more than a URL... it's how you express your identity and build a brand. Richard Wraith has 30+ years' experience in hands-on tech support, with the last 20 years spent specialising in online visibility and SEO. He's been running WESH UK, a UK web hosting company and accredited registrar since 2000. Richard will be sharing his tips and tools to eliminate uncertainties around choosing and registering a custom domain that strengthens your brand and boosts credibility.

[www.wesh.uk](http://www.wesh.uk)







Lauretta Wright



David Walkley



Ally Whitlock Photography



Ally Whitlock Photography



David Walkley



# MEET THE EXHIBITORS

## ACTIVE FINANCIAL IAN BRETT



### Active Mortgage

Ian Brett is a mortgage adviser with Active Financial. He helps individuals and companies buy residential, buy-to-let and commercial properties and financially protect themselves, so they are left with the property and not the debt.

He also helps company directors protect themselves and their businesses in the most tax efficient way possible.

[www.active-financial.co.uk](http://www.active-financial.co.uk)

## BETHLEM GALLERY



Founded in 1997, Bethlem Gallery is a visual arts organisation based at Bethlem Royal Hospital, Beckenham.

They programme creative activities to support the professional development and socially engaged practice of their artists, many of whom have experienced mental health services.

They bridge communities, aiming to make art an everyday practice and mental health an everyday conversation.

[www.bethlemgallery.com](http://www.bethlemgallery.com)

## BRAND PLANNING LTD



Brand Planning Ltd is a planning consultancy focused on sales, which helps local businesses gain good quality enquiries, meet more prospects, sell more products / services and gain new clients.

Services include sales planning, website planning, strategies for inbound marketing, local marketing, social media and social selling, business networking training, sales training and SEO planning.

[www.brandplanning.co.uk](http://www.brandplanning.co.uk)

## CLOCKWISE OFFICES LTD (Sponsor)



Clockwise Bromley is situated in the impressive and iconic Bromley Old Town Hall. The space offers dedicated offices, private desks and meeting rooms to suit all ways of flexible working. There is also a members' lounge with an onsite cafe and terrace, a casual dining restaurant and boutique hotel.

[www.work-clockwise.com/locations/bromley](http://www.work-clockwise.com/locations/bromley)

## COMPTABLE LTD (Accounting)



Comptable is a local firm of reliable Chartered Accountants, offering accounting, tax and business advice for affordable fees and with a focus on accessibility and service. John O'Sullivan has over 30 years' experience in practice and in a range of organisations. You couldn't be in safer hands.

[www.comptable.london](http://www.comptable.london)

## ELMCROFT BUSINESS SERVICES LTD



Elmcroft Business Services is an independent local business supplying stationery, inks and toners, office furniture and customised embroidered workwear.

[www.elmcroftbusiness.co.uk](http://www.elmcroftbusiness.co.uk)

## FEDERATION OF SMALL BUSINESSES (FSB)



As experts in business, the FSB offers its members a wide range of vital business services including advice, financial expertise, support and a powerful voice heard in government.

Their mission is to help smaller businesses achieve their ambitions. Local membership advisor for SE London, Rachel Barham, will be on hand to tell you about all the benefits of becoming an FSB Member.

[www.fsb.org.uk](http://www.fsb.org.uk)

## GREGORY MICALLEF ASSOCIATES (Sponsor)



This award-winning business, founded by Gregory and his wife Debbie in 1992, is one of London's longest established technology providers and is proud of how it supports and protects SME organisations.

[www.gmal.co.uk](http://www.gmal.co.uk)



## JUDGE & PRIESTLEY



Judge and Priestley are a well-established firm of solicitors with offices in Beckenham, Bromley and Blackheath. We offer legal services for individuals and businesses.

Our solicitors can assist with services including buying and selling a business, commercial property, employment, commercial contracts, terms and conditions and franchising.  
[www.judge-priestley.co.uk](http://www.judge-priestley.co.uk)

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## KONSILEO



Konsileo are an Award-Winning Commercial Insurance Broker, get to know you and your business, ensuring you get the cover you need to protect you, properly. We have experienced brokers all over the UK, specially trained to work on commercial business insurance and risk management, in a wide selection of industry sectors We'd love for your business to join us and become part of the Konsileo family.  
[www.konsileo.com](http://www.konsileo.com)

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## STARTUP CROYDON



StartUp Croydon provide a range of training and support services for start-ups and small businesses by encouraging, mentoring and connecting them to others to help grow their businesses. Their prime Croydon location is perfect for business owners who want to expand into a comfortable, affordable, friendly business environment, without the restrictions and cost of a long-term office lease.  
[www.startupcroydon.co.uk](http://www.startupcroydon.co.uk)

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## TIGER'S EYE BOOKS



Allison Parkinson is a children's author and illustrator whose books celebrate diversity and take young readers on fun, educational adventures. Inspired to write when her mixed-race daughters found it almost impossible to find books with central characters like them, Allison creates stories to help more children see themselves at the centre of adventures. Allison can also help others (corporate, personal or fictional) through her copywriting, editing and proofreading services.  
[www.tigerseyebooks.co.uk](http://www.tigerseyebooks.co.uk)

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## TRAVELISTO



Travelisto is a boutique style travel company offering beach holidays, cruises, escorted tours and fully tailor-made trips. Great offers on flights and hotels are available to book online at [travelisto.com](http://travelisto.com), plus you can also speak with a travel designer for a completely personalised trip.  
[www.travelisto.com](http://www.travelisto.com)

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## UTILITY WAREHOUSE



[Authorised UW Partner](#)

Utility Warehouse (UW) is the UK's only genuine multi-service provider. They save people money and time by bundling energy, broadband, mobile and insurance products together. UW also offers the opportunity of a second income. This business has no financial risk, is easily accessible and comes with high levels of support and mentoring.  
[www.uw.partners/phil.and.jenny](http://www.uw.partners/phil.and.jenny)

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## WESH UK



WESH UK is a premium UK web hosting company based in London, providing a professional and personal service, along with your very own IT department.

They can help you with everything domain and hosting related, from choosing the right website name, to naturally boosting your search rankings. They also provide free tech support, while making you giggle and saving you money.

Imagine when you tell your friends your website runs on 100% clean energy, supports local causes and is on page 1 of Google!  
[www.wesh.uk](http://www.wesh.uk)

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## YASMIN MASSAGE THERAPY



Reducing stress and restoring balance through breathwork and massage, so that you can calmly meet the challenges of modern life.

Experience massage and breathwork in the comfort of your own home, throughout Beckenham, Bromley and the surrounding areas.  
[www.yasminmassagetherapy.co.uk](http://www.yasminmassagetherapy.co.uk)

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## Why not join Beckenham Business Association?

If you've enjoyed today's event and would like to come to more BBA events, please become a member.

Annual membership costs just £40 a year and gives you access to:

Regular online and in-person networking with other local businesses

Member discounts on tickets to our events and workshops

Annual Beckenham Business Day

Opportunities to speak at events and share your expertise

Training and development opportunities

Member listing on our website

As a member-run association, we encourage all members to help with the operation of the BBA, participating in and supporting our networking and learning activities.

To join, see us on our stand today or visit  
[www.beckenhambusinessassociation.co.uk/join/](http://www.beckenhambusinessassociation.co.uk/join/)  
to download the application form.

We look forward to welcoming you to

# BECKENHAM BUSINESS ASSOCIATION



## Notes



With many thanks to our sponsors, without whom putting on  
Beckenham Business Day wouldn't have been possible



# CLOCKWISE



Stay connected, follow us on:

