

# Lancashire Business Growth Summit 2018 (#GrowingLancashire)

- March 14, 2018
- 9:00 - 15:30
- Mercure Dunkenhalgh Hotel

**Save the Date! 14th March 2018, 9.00am – 3.30pm.**

**Back by popular demand following the overwhelming success of our Vision2021 Conference in November 2016 – Boost, Lancashire's business growth hub presents the Lancashire Business Growth Summit – a conference for Lancashire entrepreneurs who are serious about scaling their business.**

Are you interested in finding out more about;

- What support is available in Lancashire to help you deliver your growth aspirations?
- How to scale up from local entrepreneurs that have done it?
- How to appeal to potential investors?
- How to drive growth through innovation?
- How to create your own scale up strategy?

If so, join 100 of your fellow ambitious Lancashire business owners and entrepreneurs for Lancashire's Business Growth Summit for some inspiration to start your growth journey.

You'll learn about what you can do **right now** to scale your business and make your business more successful in the future.

## Event Schedule

**09.00 – Registration and breakfast**

**09.30 – Welcome and introductions by Andrew Leeming, Boost Business Lancashire**

**09.45 – Keynote: #GrowingSales – Steve Young, Winning Pitch Ltd**

*There are only FOUR ways to increase sales revenue – increase the number of customers, increase the value of individual orders, increase how many orders customers make or increase your prices – it's that simple.*

*When you think about how to grow your business, the first thing that probably comes to mind is getting [new customers](#). The customers you already have are the best way to increase your sales; it's much easier to get customers who are already buying from you to buy more.*

*Sales are the lifeblood of any business, and even a modest increase in sales can trigger immediate benefits to your bottom line. We will demonstrate proven sales tools and techniques and outline a number of simple steps to improve your sales performance*

**10.00 – Panel Discussion 1: #GrowingSales**

**11.00 – Coffee Break and Marketplace**

**11.30 – Keynote: #GrowingInvestment – Rob Binns, Cotton Court**

*Being investment ready ensures a business is in the best position possible to attract investors and deal with all the legal, financial, operational and commercial questions they will ask.*

*If you've ever pitched your business to potential investors, you know how hard it is (and if not, you soon will). Investors are looking for unicorns — those companies they believe will become profitable and sustainable in the long-term. Most VC pitches fail. This happens because investors aren't just investing in ideas. They're investing in you – the person behind that great idea.*

*We will focus on how you can become investment worthy and provide you with tips and techniques from entrepreneurs that have survived the process and secured investment for their business.*

**11.45 – Panel Discussion 2: #GrowingInvestment**

**12.45 – Morning Summary and Close – Jim Keane, Winning Pitch Ltd**

**13.00 – Lunch break and Marketplace**

**13.30 – Keynote: #GrowingInternational – Emma Jones, Enterprise Nation**

*All scaling entrepreneurs' need to think about growth – but knowing how to do so is often the biggest challenge. Expanding into International Markets could be a vital part of your scale-up strategy. There are a number of advantages to expanding into international markets including increased revenue. Doing business on an international scale can seem a long way from doing business here in Lancashire. But each year thousands of small businesses make the trek.*

*Like all journeys, going global can be broken down to a series of steps. We will provide insight into those journey steps, how to set your goals and how best to approach an international expansion plan. The question of whether entrepreneurs should export – shouldn't be why but why not?*

**13.45 – Panel Discussion 3: #GrowingInternational**

**14.45 – Afternoon Summary and Close – Cllr Michael Green, Lancashire County Council**

**15.00 – Marketplace and Networking**

**16.00 – Event Close**

**Who should attend?**

**This event is aimed at Lancashire businesses and entrepreneurs who haven't been supported by Boost. If you haven't had support and would like to attend please contact Rachael Taylor at Winning Pitch to book your place – [r.taylor@winning-pitch.co.uk](mailto:r.taylor@winning-pitch.co.uk).**

[Click to book your place online](#)