

Monday 10<sup>th</sup> October

8am-9am	<b>Welcome Breakfast</b>	Welcome and overview of the week ahead from <b>Newquay BID Director, Digital Expert and Business Coach Karen Hoyle</b> . Meet guests, businesses and key speakers. Includes tea and coffee, and a breakfast roll.	Rick Stein, Fistril
9am-9:30am	<b>Brains of Newquay: Understand, See and Enjoy</b>	A motivational talk looking at brain science from <b>Adam Pearson</b> . Achieving positivity, confidence and motivation, in whatever context matters most, and how enjoying yourself could be the most powerful thing you can do for your life and your business.	Rick Stein, Fistril
10am-11:30am	<b>Selling Online: Ecommerce</b>	Join the creator of the most popular iTunes ecommerce podcast, eCommerce Masterplan, and Cornwall's <b>best-selling business author Chloe Thomas</b> . Find out how to make the most of online retailing and get your business thriving online. Chloe's last book 'eCommerce masterplan' is an Amazon bestseller.	Carnmarth Hotel
12pm-1:30pm	<b>Newquay, set for take-off!</b>	<b>Al Titterington</b> (Cornwall Airport Newquay) and <b>Miles Carden</b> (Aerohub) present an update on the aviation landscape in Newquay – featuring information on new flight routes, passenger numbers and progress on Newquay's bid to be the UK's first Spaceport.	Carnmarth Hotel
2pm-3pm	<b>Tourism in Cornwall</b>	<b>Visit Cornwall's Malcolm Bell</b> presents an overview of the current tourism landscape within Cornwall, giving an insight into what's happening, how it is changing and what the future may look like.	The Headland Hotel
3:30pm-4:30pm	<b>The Brexit Effect</b>	Panel debate. <b>Malcolm Bell</b> (Visit Cornwall), <b>Kim Conchie</b> (Cornwall Chamber of Commerce) and <b>Andrew Williams &amp; Matt Silver</b> (Cornwall & Isles of Sicily LEP) discuss the effects of the EU referendum and the future for Cornwall 's business landscape.	The Headland Hotel

Tuesday 11<sup>th</sup> October

12pm-1:30pm	<b>Getting the best from Google</b>	<b>Rob Edlin from Google partners Niddocks</b> will be discussing changes that have been rolled out by Google over the last year. Rob will also bring us up to speed on latest best practice for Search Engine Optimisation, Google Tag Manager and Google Analytics. Followed by a Q&A.	Lighthouse Cinema
2pm-3pm	<b>Newquay BID Digital Project Launch</b>	Newquay is set to become the 1 <sup>st</sup> Beacon Network Town in England. <b>Kevin Bath of Newquay based Flomoco</b> presents an overview of beacon technology, deemed as the digital future. Beacons will allow you to stand next to the Huers Hut and see its history, to pick up loyalty offers and product information in shops across Newquay and will provide valuable footfall data to the town. Come and see a glimpse into Newquay's future with the BIDs new digital project.	Lighthouse Cinema
3:30pm-4:30pm	<b>Meet Newquay's Customers</b>	Newquay BID is proactively targeting certain types of visitors to bring to the town. By knowing who we are targeting Newquay can deliver the very best in online stories. Newquay based <b>PR agency Excess Energy</b> presents the key demographics and traits of Newquay's visitors to help you develop your marketing strategies and target customers effectively.	Lighthouse Cinema

Wednesday 12<sup>th</sup> October

10am-12pm	<b>The F Word</b>	<b>Oxford Innovation Business Coach Heather Coupland</b> presents funding opportunities for businesses in Newquay and ways in which funding can help your business grow – from grants and loans in Cornwall through to online platforms for funding.	Hotel Bristol
12pm-2:30pm	<b>Is your social media FIT for purpose</b>	<b>Aren Grimshaw of Minchin &amp; Grimshaw</b> , a specialist digital marketing and advertising agency based in Cornwall, will look at how you can make the most from the latest developments on Facebook, Instagram and Twitter, including detailed information on the latest trends, tools and tricks that will help you to generate returns from your activity.	Hotel Victoria
3pm-4:30pm	<b>Building a brand</b>	<b>Martin Williams</b> , former Global Product Manager and Brand Manager for Lego, former Sales and Marketing Manager at the Eden Project and now <b>Oxford Innovation Business Coach</b> , talks about branding your business – from starting point to full recognition. Martin holds an MA in Marketing, is a Chartered Marketer and represents the tourism industry and Cornwall's marketers on the CIM's South West Regional Board.	Hotel Victoria

Thursday 13<sup>th</sup> October

10am-11:30am	<b>Welcoming your customers</b>	<b>Afra Hope, Reservations Manager &amp; World Host Ambassador</b> at The Headland Hotel, talks about providing excellence in customer service and the benefits of creating a positive and welcoming experience for your customers	The Headland Hotel
12pm-1:30pm	<b>Productivity &amp; Innovation</b>	<b>Matthew Thompson, General Manager at Jamie Oliver's Fifteen</b> talks about innovation and productivity skills in business, to help you get the most from your employees and boost your business.	The Headland Hotel
2pm-4pm	<b>Take a step towards Business Growth</b>	The <b>Cornwall &amp; Isles of Scilly Growth Hub</b> explains how it can help your business identify and access the right support to help you grow, and offers an introduction to a number of support opportunities currently available, including <b>Get Set for Growth</b> , who offer fully funded business support to help ambitious businesses achieve their growth potential. <b>Truro &amp; Penwith College</b> , offering personalised career and learning guidance for aspirational individuals, subject taster sessions and study skills support. <b>Business Investment for Growth 2</b> , grant funding designed to support co-investments in high growth or potential high growth businesses. <b>Superfast Business Cornwall</b> , a new service across Cornwall and the Isles of Scilly that aims to boost business competitiveness through increased understanding and exploitation of digital technology, information and advice.	Venue to be confirmed

Friday 14<sup>th</sup> October

10am-11:30am	<b>Sustainability for life and business</b>	<b>Chris Hines, founder of Surfers Against Sewage</b> and former Sustainability Director at the Eden Project discusses how to make your business, and your life, sustainable. Chris will talk about his travels around the world with an unlikely companion, promoting sustainability and the work of SAS. Chris works on strategic planning, leadership and embedding sustainability principles as part of a profitable business, and strongly believes that business can be a force for good in a challenging world.	Lighthouse Cinema
12pm-1:30pm	<b>Content marketing: how to sell without selling</b>	<b>Copywriter David McGuire</b> will show you how to create marketing content your customers will really love – and why good marketing makes it easy to buy. David has been making boring subjects interesting for a living since 2003. He's creative director at Radix Communications, a copywriting agency based in Penryn that helps business-to-business marketers all over the world.	Lighthouse Cinema
2pm-4pm	<b>Crowdfunding for business</b>	Join the team from the biggest crowdfunding platform in the UK, <b>Crowdfunder</b> , for a talk on how crowdfunding can help your business ideas grow and thrive and how this new way of funding your ideas has skyrocketed this Newquay based business.	Lighthouse Cinema
5pm-8pm	<b>Closing reception</b>	Join speakers and attendees for drinks, nibbles, networking and to build useful business contacts whilst celebrating Newquay Business Week 2016.	No5 Brewhouse

For any queries regarding Business Week 2016 please email [info@newquaybid.co.uk](mailto:info@newquaybid.co.uk) or call 01637 498599

Online booking is via [www.eventbrite.co.uk](http://www.eventbrite.co.uk), pop Newquay Business Week in the search bar. Discount code is required for Newquay BID members for free booking, email the team to obtain your code.