

Monday 10th October

8am-9am	Welcome Breakfast	Welcome and overview of the week ahead from Newquay BID Director, Digital Expert and Business Coach Karen Hoyle . Meet guests, businesses and key speakers. Includes tea and coffee, and a breakfast roll.	Rick Stein, Fistril
9am-9:30am	Brains of Newquay: Understand, See and Enjoy	A motivational talk looking at brain science from Adam Pearson of Newquay Hypnotherapy. 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	Selling Online: Ecommerce	Join the host of the UK's most popular eCommerce podcast 'eCommerce MasterPlan', and best-selling author Chloë Thomas to learn how to grow your business online. The session will include how to work out what to do next in your business, as well as lots of creative ideas for marketing your business. You'll leave with a clearer understanding the next step you need to take.	Carnmarth Hotel
12pm-1:30pm	Newquay, set for take-off!	Al Titterington (Cornwall Airport Newquay) and Miles Carden (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	Tourism in Cornwall	Visit Cornwall's Malcolm Bell 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	The Brexit Effect	Panel debate. Malcolm Bell (Visit Cornwall), Kim Conchie (Cornwall Chamber of Commerce) and Andrew Williams & Matt Silver (Cornwall & Isles of Scilly LEP) discuss the effects of the EU referendum and the future for Cornwall 's business landscape.	The Headland Hotel

Tuesday 11th October

10am-11:30am	The Power of Networking	Join Kevin Oliver of Cornwall Business Forum as he discusses the power of networking, how to make connections and get the most from meetings and partnerships to help benefit your business.	Lighthouse Cinema
12pm-1:30pm	Getting the best from Google	Rob Edlin from Google partners Niddocks 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	Newquay BID Digital Project Launch	Newquay is set to become the 1 st Beacon Network Town in England. Kevin Bath of Newquay based Flomoco presents an overview of the Love Newquay project, utilising 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	Meet Newquay's Customers	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 PR agency Excess Energy presents the key demographics and traits of Newquay's visitors to help you develop your marketing strategies and target customers effectively.	Lighthouse Cinema

Wednesday 12th October

10am-12pm	The F Word	Oxford Innovation Business Coach Heather Coupland 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	Is your social media FIT for purpose	Aren Grimshaw of Minchin & Grimshaw , 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	Building a brand	Martin Williams , former Global Product Manager and Brand Manager for Lego, former Sales and Marketing Manager at the Eden Project and now Oxford Innovation Business Coach , 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
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Thursday 13th October

10am-11:30am	Welcoming your customers	Afra Hope, Reservations Manager & World Host Ambassador 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
12.45pm-2pm	Productivity & Innovation	Matthew Thomson, Chief Executive at Jamie Oliver's Fifteen 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	Take a step towards Business Growth	The Cornwall & Isles of Scilly Growth Hub 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 Get Set for Growth , who offer fully funded business support to help ambitious businesses achieve their growth potential. Truro & Penwith College , offering personalised career and learning guidance for aspirational individuals, subject taster sessions and study skills support. Business Investment for Growth 2 , grant funding designed to support co-investments in high growth or potential high growth businesses. Superfast Business Cornwall , 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.	The Atlantic Hotel

Friday 14th October

10am-11:30am	Sustainability for life and business	Chris Hines, founder of Surfers Against Sewage 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	Content marketing: how to sell without selling	Copywriter David McGuire 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	Crowdfunding for business	Join the team from the biggest crowdfunding platform in the UK, Crowdfunder , 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	Closing reception	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 or call 01637 498599

Online booking is via 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.