



# Invitation

1st June - 5th June



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009



# Business Week 2009

## Celebrating and promoting business in the Humber

30 events in a week long Festival of Business! Wow! Biz Week continues to grow exponentially and this expansion in an economic downturn demonstrates a real "Can do" spirit in the Humber.

From just 5 events 5 years ago, this shows just what can be achieved by people with belief and passion – they are the stuff of our economic fight back – we could even say that this fight back starts here! This is why we have tagged this the "Can do" Biz Week, and it's a creation of which the Humber can be truly proud.

Events across the Humber and involving all sectors and disciplines, our week boasts an array of speakers of different types, disciplines and profile. We also anticipate a number of "fringe" events may take place – now that would make us a serious "festival"!

Keep checking the website for new events:

[www.bizweek.biz](http://www.bizweek.biz)

Let us also remember to finish off our Charity Project in style, and cement the Humber as a giving region once more. The school in Abobo in memory of Victoria Climbié comes into sharper focus with the Baby P tragedy this year. We intend to be business-like in ensuring its sustainability into the future. Please help where you can.

We are delighted to engage a major corporate sponsor this year; Language is Everything have not only enabled us to make the week bigger and better, but to spread the Biz Week word west with Thursday events in Goole and Snaith, and hence expose us to an even wider audience.

Thanks go then to all of our sponsors and supporters, our Advisory Group – for keeping us straight – HEP and Kate Carroll for keeping us organised – without you..... no "can do"!



Very best

Mike and Paul

Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009

Monday  
1st June

'Can do' Stories from the Bondholders

Institute of Directors' Humber Luncheon with Tony Benn

Tourism is Everyone's Business

Energy Management in Refrigeration

The 'Can Do' Biz Debate – Planning for Economic Recovery



Thursday  
4th June

The Business of Steel – Corus Tour

Language of Business with Tim Sanders

Food for Thought...

Language is Everything Dinner

10 Things to do to Create a Great Business with David Hall

CSR Masterclass: The Business Case



Tuesday  
2nd June

Still in the Dark About Doing Business Overseas?

Talk and Write Your Way out of Recession

Chamber Expo 2009

Humber Fisheries Conference

Creating an Unbreakable Supply Chain

Business Celebration Dinner with Sir Robin Knox-Johnston

Safety is a 'Can do' Business!



Friday  
5th June

Yorkshire International Business Convention (YIBC)



Wednesday  
3rd June

Renewable Process & Energy Industries Conference

Essential 'Can do' Negotiation Skills

'Can do' with an Open Mind with Alastair Campbell

'Can do' Change – and Make it Stick!

Biz Ed with Martin Bayfield

Good Business is about Diversity

'Can do' Working with the Media

Be Inspired to 'Can do' with Hamish Taylor

Use Your Local – Higher Skills and Business Success

North Lincolnshire Business Forum



The charity...

Victoria Climbié Charitable Trust



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

Click on the day you would like to find out further information about the event

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009

# Monday 1st June

'Can do' Stories from  
the Bondholders

Tourism is  
Everyone's  
Business

The 'Can Do' Biz  
Debate – Planning  
for Economic  
Recovery

Institute of  
Directors' Humber  
Luncheon  
with Tony Benn

Energy Management  
in Refrigeration



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009

# Tuesday 2nd June

Still in the Dark  
About Doing  
Business Overseas?

Chamber Expo 2009

Creating an  
Unbreakable  
Supply Chain

Safety is a 'Can do'  
Business!

Talk and Write  
Your Way out of  
Recession

Humber Fisheries  
Conference

Business Celebration  
Dinner with  
Sir Robin Knox-  
Johnston



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009

# Wednesday 3rd June

Renewable Process  
& Energy Industries  
Conference

'Can do' with an  
Open Mind with  
Alastair Campbell

Biz Ed with  
Martin Bayfield

'Can do' Working  
with the Media

Use Your Local –  
Higher Skills and  
Business Success

Essential 'Can do'  
Negotiation Skills

'Can do' Change –  
and Make it Stick!

Good Business  
is about Diversity

Be Inspired to  
'Can do' with  
Hamish Taylor

North Lincolnshire  
Business Forum



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

# Thursday 4th June

The Business of  
Steel – Corus Tour

Food for Thought...

10 Things to do  
to Create a Great  
Business with  
David Hall

CSR Masterclass:  
The Business Case

Language of  
Business with Tim  
Sanders

Language is  
Everything Dinner



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009

# Friday 5th June



## Yorkshire International Business Convention

No Humber Business Week would be complete without this stunning finale – the glamorous mix of public speakers, networking and business-targeted entertainment that is the Yorkshire International Business Convention.

This is going to be a Convention with a difference; the first one to have a group of speakers with a common aim and theme – to show that you “Can do” even in the most difficult times. Recessions challenge all of us to do some re-thinking, and for the first time then this year the Convention goes ‘on tour’ after many successful events in Hull, and will take place at The Spa, Bridlington.

This unique and exciting group of speakers has been specifically assembled to add real creativity to the “Can do”.

The venue switch is an opportunity to provide delegates with additional value while The Spa, which recently underwent a £19.5m redevelopment, offers a purpose-built conference venue with state-of-the-art equipment and facilities.

The speakers who will delight the Humber audience this year are:

**John Cleese**, who told event organisers, “my approach to the relationship between business management and psychology will blow your audience away”. World famous for Monty Python, Fawlty Towers etc, but also the founder and driving force behind the Video Arts Training Film Company. Expect a lot of humour to illustrate some serious business lessons.

**Dave Stewart**, one of the most respected and trusted people in the music industry today. A prodigious producer of music, film and photography he is the “musician’s musician”, an all-round multi-media entrepreneur and, in Bob Dylan’s words, “a fearless innovator”. World famous for his part in the Eurythmics alongside Annie Lennox, when they achieved over 75 million album sales, Dave Stewart is an absolutely fascinating corporate keynote speaker.

**Tim Smit**, Chief Executive and co-founder of the award winning Eden Project near St Austell in Cornwall. Eden began as a dream in 1995 and opened its doors to the public in 2000, since when more than 8 million people have come to see what was once a sterile pit turned into a cradle of life containing world-class horticulture and startling architecture symbolic of human endeavour. Eden has contributed over £800 million into the Cornish economy.

**Tim Sanders**, one of the most in demand speakers on the Conference circuit, Tim advises business and public leaders on next-generation strategies. He is also the CEO of Deeper Media Incorporated, which produces business advice content such as The Dirty Dozen Rules of Email Etiquette. He’s also the first speaker in the YIBC’s 14 year history to be invited to speak for a second time. Read his new book “Saving the World at Work”.

**Tracy Edwards**, the national heroine who won public acclaim after skipping the first all female crew to round the world sailing victory has been informing business audiences for the first time how she has weathered the latest storms in her life and how her sense of humour and fighting spirit has been an essential ingredient for survival on land and sea.

**Matthew Pritchett**, aka “Matt”, has been the award winning pocket cartoonist on the Daily Telegraph newspaper since 1988. Matt delivers a witty, sharp gem of social comment; how does he do it? The truth is he doesn’t know, he just turns up every morning and does. Easy when you’re a genius.

Where: The Spa, Bridlington, South Marine Drive, Bridlington, YO15 3JH

When: 7.30am – 4.30pm

To book your place or for more information contact:  
[chris@yibc.biz](mailto:chris@yibc.biz)

Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters



To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009

# The Charity



## A School for Victoria... With Love from Hull and Humber Business

Last year Sir Bob Geldof was on hand to offer his support to the Business Week and YIBC Charity – The Victoria Climbié Charitable Trust. Berthe Climbié, Victoria Climbié's mother, made a special trip to the UK to thank the convention for all its help and support and received a tremendous reception at both Harrogate and Hull.

Victoria Climbié's parents, Francis and Berthe, sent their daughter from the Ivory Coast to stay with her great aunt in Europe, believing that they were giving her the opportunity of a better education – a common practice in West Africa. Instead, Victoria, just eight years old, suffered months of appalling harm, neglect and beatings at the hands of her carers and died of hypothermia at St Mary's Hospital London in February 2000.

From that day Victoria's parents' dream has been to open a school in their daughter's memory in her home town so that no child would have to travel in search of an education again – with your help that dream is fast becoming a reality.

In this the third year of support for the charity, the challenge is simple – year one you helped build the school; year two you helped staff the school; this year we are aiming to make three things happen by :

- Raising enough money to buy a landrover/bus to help transport children from local villages to the school.
- Accepting donations throughout the week at all events to support the school.
- Asking businesses to donate their old computer equipment which will be recycled for use in the school.

The Victoria Climbié Charitable Trust is a registered UK charity, Charity No – 1099695.

If you want to make a donation email [christine@yibc.biz](mailto:christine@yibc.biz) or [chris@yibc.biz](mailto:chris@yibc.biz)  
Telephone 0870 3301166, [www.yibc.biz](http://www.yibc.biz)

*"A seriously cool thing to do...If you want to make a difference – invest in education in Africa"*

*Sir Bob Geldof,  
YIBC, Hull, 6th June 2008*



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

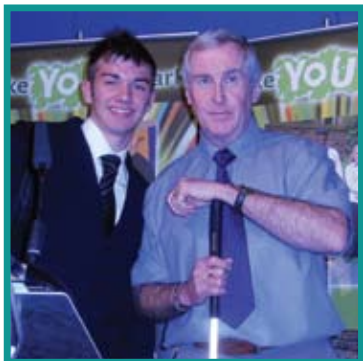
To EXIT please [click here](#)  
Alternatively press ESC

# The Biz Ed Legacy



## Shaping the Next Generation...

Biz Ed 2008 was an inspirational occasion for one Humber teenager. James Parmar was listening to the event's keynote address by blind adventurer, Miles Hilton-Barber emphasising the need to "Dream, Decide, Plan and Persevere" and found himself dreaming of cycling 300 miles through the aptly named "Death Valley" in America. The Dream soon became a decision and a plan and James will be taking on this huge challenge in July. James' decision will not only change his life but, through sponsorship, will also be saving the lives of others by raising a targeted £35,000 for the Yorkshire Air Ambulance Service.



James' plans and perseverance have already won him the support of a number of businesses and individuals across the region and further afield and he is also becoming a focus of the local and national media. James hopes that more Humber businesses will see the value and opportunity of supporting this challenge. "I want to bike with pride, knowing I'm helping Yorkshire Air Ambulance and also inspiring and changing other teenagers' lives as I go" says James. "After this bike ride I want the world to know teenagers can do whatever they want if they try. If I can do this bike ride in the hottest place on earth then any teenager can do something to help others and themselves in the future."

You can follow James' progress as he plans and prepares for this amazing challenge by visiting his website [www.jamielparmar.giving.officelive.com](http://www.jamielparmar.giving.officelive.com) and if you or your business can help James in any way as he flies the flag for Humber teenagers then please e-mail him on [jamielparmar@hotmail.co.uk](mailto:jamielparmar@hotmail.co.uk)

## The Biz Ed Legacy

"Back in 2005 when we first thought about bringing some other events into the first week of June to complement and build upon our new Hull incarnation of the Yorkshire International Business Convention, and hence produce a "Business Week" - I was keen that we should devote serious attention to the Business & Education interface. In fact this was my biggest issue and motivator!

For a long time I had felt that we in Business were not necessarily getting the self confident, self reliant, creative people, the raw material that we need to meet the challenges of a vastly changing and globalised world. I also believe that entrepreneurs are more born than made and that this needs to be identified and nurtured in the right environment at a young age.

Nowhere near enough kids in the Humber are exposed to Business as a career option and a worryingly large percentage

do not even have it on their radar. "Biz Ed" seeks to address this, and from the Business side of the equation. Business is a seriously cool and worthwhile thing to do, and although this economic downturn has exposed downsides in some ways, the ability to create wealth and change people's lives for the better will always be there. Now we need it more than ever, and we need this fully understood more than ever!

Shaping the next Generation, here in the Humber as well as by such as our project in Africa, is about as important as it gets, and Biz Week is determined to do its bit!"

Paul Sewell



Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

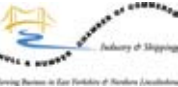
To EXIT please [click here](#)  
Alternatively press ESC

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A big thank you to our supporters



Andrew Jackson Solicitors



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Please use the navigation below:

Introduction

The week at a glance

Monday

Tuesday

Wednesday

Thursday

Friday

The Charity

The Biz Ed Legacy

Our supporters

To EXIT please [click here](#)  
Alternatively press ESC

Business Week 2009