

# MicroBizMattersDay

recognition • action • learning

Friday 12 January 2018

[www.microbizmattersday.rocks](http://www.microbizmattersday.rocks)

in association with

XYZ  
WORKS  
& SOCIAL

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# The Live Event - Itinerary

TINA BODEN & TONY ROBINSON OBE PRESENT:

## *The Live Event* via YouTube and Social Media Live Streaming

- 07.00-07.45 LET'S ROCK** - Tony and Tina kick off the day with a number of guests
- 07.45-08.30 DIGITAL KNOW-HOW** - learning about apps, systems and solutions that make life in micro business better
- 08.30-09.15 STRONG MINDS, STRONG BUSINESS** - looking at the impact the wellbeing of the micro business and its owner has on each other with hints, tips and advice around how to keep going when you really feel like you can't  
in association with **The Business Cafe**
- 09.15-10.00 FAMILY BUSINESS** - celebrating family businesses, discussing the barriers and hurdles families face running a business together  
in association with **ClearBooks**
- 10.00-10.15 LIVE FROM LONDON** - our special guest, Microbiz Tsar **Charlie Mullins** linking up live from London  
in association with **Pimlico Plumbers**
- 10.15-11.00 FREELANCE HEROES** - looking at the ever growing world of freelancers, sharing success stories, challenges and opportunities  
in association with **Freelance Heroes**
- 11.00-11.45 MAKERS, CREATORS & MANUFACTURERS** - hearing from micro businesses who are making, creating and manufacturing in the UK  
in association with **My Parcel Delivery**
- 11.45-12.30 NETWORK OF NETWORKS** - Q&A session from heads of formal and informal networking organisations on why being part of a membership body or group could be beneficial
- 12.30-13.15 LADIES OVER LUNCH** - Celebrating all that is good about women who run micro businesses  
in association with **Cheap Accounting**
- 13.15-14.15 #MICROBIZMATTERS** - A panel of guests who have been there and done it when it comes to running micro businesses will take questions from the audience and across social media
- 14.15-15.00 LET US ENTERTAIN YOU** - Micro business owners who know how to entertain
- 15.00-17.00 AFTER PARTY** - Every great gig needs an after party!

# This is how it rolls...



Tony Robinson OBE  
[www.TonyRobinsonOBE.com](http://www.TonyRobinsonOBE.com)



Tina Boden  
[www.thetinytroubleshooter.com](http://www.thetinytroubleshooter.com)

Welcome to the world's biggest, annual, social media enterprise extravaganza. The day is organised by, run by and for micro (0-9 employees and under £2 million turnover) business owners everywhere. Get ready for more practical help, from thousands of real businesses, that has ever been sought or given. We intend to trend on Twitter for over twelve hours, yet again. The rocking way to start 2018 is our very own Day of Recognition, Action and Learning.

After 3 years of broadcasting eight hours of #MicroBizMatters Day on social media from a London venue, we're excited to be at the amazing XYZ Works & Social in Manchester for today's event.

Whether you're in the midst of the mayhem in Manchester or are watching online on Twitter, YouTube or Facebook Live, this programme will give you all you need to make the most of your day. Here are the schedule and profiles of our amazing guests, sponsors, Head Roadies and Production Crew - all giving their time to the day without charge.

Thank you for backing us and for all your #IGave12 donations on our 4th annual #MicroBizMatters Day. You are making a positive difference for micro business owners everywhere.

Six years ago when we co-founded our #MicroBizMatters movement, we knew that we would only be able to make life better for millions of micro business owners around the world if you trusted and believed in us enough to promote our movement to your customers, suppliers and members. Today, every business membership organisation and network in the UK backs us and we're delighted to host the Chief Executives of many of the major nationals in Manchester. Many large companies promote our day and movement to their micro business customers and suppliers - read why 123 Reg sponsors us in this programme.

We are not a membership organisation but a movement that is without charge to all. There is nothing to join and no contact details are required. We reach millions, as an informal network of networks, because you promote us and because you believe #MicroBizMatters.

We survive and grow our reach so quickly because of your time, in kind and money donations and the time and money donated by ourselves as co-founders. Our #MicroBizMatters five campaigns are promoted all year round and are generic to all countries around the world. They include #PayIn30Days, #Indie25ER, #NotAnSME, #CallOutTheBizBullies and #MicroBizMattersDay.

We're delighted to announce that our annual #MicroBizMatters Day on Friday 11 January 2019 will take place in Tony's favourite and home city - **Hull** (City of Culture 2017 and currently, most enterprising place in Britain).

Wherever you are in the world, let's kick off 2018 with the #rockingest #MicroBizMatters Day.

THANK YOU - #YouRock

*Tina and Tony*

Co-founders of Enterprise Rockers CIC, the #MicroBizMatters Movement and #MicroBizMatters Day

#PayIn30Days

#Indie25ER

#NotAnSME

#CallOutTheBizBullies

#MicroBizMatters

#IGave12

# Our 2018 Partners



XYZ Works & Social is Spinningfields' community for innovators and disruptors from the tech, media, digital and creative communities.

Offering an independent, boutique workspace and service, with unrivalled connectivity to influential people and businesses across Spinningfields and the wider Manchester community, the XYZ Works & Social community is built to encourage growth.

XYZ Works & Social is situated within the XYZ building on levels G, 1 and 7 alongside a unique blend of tech-enabled businesses from a spectrum of industries including Global Radio, Shoosmiths and NCC Group.

Not only will members experience the immediate benefits of being a part of the XYZ community, they will also be situated within the heart of Spinningfields, an area of Manchester which is unrivalled in the city centre within the professional, tech, finance, and media sectors.

## Why we're supporting #MicroBizMatters Day

*The need for those in power to recognise, engage and support grows more by the day, as micro businesses tend to get support only from likeminded others, but that support network needs to be expanded, so join us in supporting the #MicroBizMatters Day.*



Find us on Twitter @XYZworks\_social

Website: [www.xyzworks.uk](http://www.xyzworks.uk)

## WEBLAD



**Dave Orchard**

Hi, I'm Dave. By day I'm a mild-mannered web designer from Stockport. But by tea time, I become Web Lad! (also a mild-mannered web designer from Stockport). With a decent career in IT under my belt, I wanted to escape the

corporate rat race and unleash my creative skills, whilst still getting to play with shiny new technology, of course. So I set up Web Lad to design, build and manage websites for micro businesses.

I want to see an end to micro businesses being the victims of poor support, shoddy designs and downright criminal pricing. Not to mention the DIY websites that owners have resorted to.



Find Dave on Twitter @WebLadUK

Website: <http://weblad.uk>

## Why I'm Supporting #MicroBizMattersDay

*I'm supporting #MicroBizMatters Day for a number of reasons.*

*First, Web Lad is a micro business, so not only do I share the same trials and tribulations as other micro business owners, but I understand firsthand what fears and frustrations they can face. I wanted to support a cause that helps people in the same boat as me.*

*Being part of a community, whether on or offline, when you most likely work alone can be a great help. Not only with moral support but to help drive and determination by helping to bring you the accountability needed to succeed, the feel-good factor of helping others and of course to meet new people. Not to mention that micro businesses are my ideal customers, so if I was going to get out there and work with any community, I'd rather it be one where my clients hang out.*

*The #MicroBizMatters Day website is the first exposure most microbiz owners have to the event, so I wanted to build something that really helped drive home what it's all about and to help people to get involved.*

# Our 2018 Partners



The 123 Reg mantra is simple: We believe everyone should have the opportunity to enhance their business online in the easiest and most cost effective way.

For over 15 years, 123 Reg has been the UK's largest seller of domain names. Impassioned by helping UK entrepreneurs, our products and services are designed to help micro and small businesses realise their online potential. 123 Reg connects with more than 800k small business customers, manages over 3.5 million domain names and is connected to over 1m websites in the UK representing 1 in 5 of the UK's active websites.

## Why we're supporting #MicroBizMatters Day:

*To help support micro and small businesses grow, 123 Reg provides intuitive products for all website needs, with a particular focus on providing online services to Britain's*



Find 123 Reg on Twitter @123reg

Website: [www.123-reg.co.uk](http://www.123-reg.co.uk)

*small business community. The internet should be for the many and not the few and that is why every single product is designed for the small business owner looking for an easy and hassle-free way of getting online.*

*123 Reg has enhanced its support for the UK's small business community with a free online business training platform which focuses on the needs of small businesses. We understand that business owners are time-poor so we have designed training courses around busy business owners, which are completely free to use. The courses were written and produced by our own experts, many of whom have run small businesses in previous lives.*

*Kate Cox, 123 Reg CMO said: 'We enable everyone, whatever skill level, to unlock the full power of the web. We believe succeeding online should be achievable for all. That's why we're dedicated to enabling everyone, whatever skill level, to unlock the full power of the internet. Accordingly, our products support all levels of technical ability. It doesn't matter whether you're web savvy or a complete beginner, we've got the perfect solution for you.'*

*123 Reg is proud to be supporting #MicroBizMatters Day. During the course of the day we will publish 12 videos via our social media, each providing a different piece of advice.*



**Tina Fotherby**

**Tina Fotherby** runs a PR consultancy in Surrey, called Famous Publicity, that's a micro business. Her broad experience includes working in larger corporate enterprises and supporting household names.

She supported the Dragons' Den star Theo Paphitis and his retail brands including Ryman Stationery for four years in-house, giving her invaluable insight into retail.

Tina's belief is that technological advancements makes it possible for micro enterprises to work internationally and have global impact, if owners so choose.

She is a member of the Chartered Institute of Public Relations and her business supports employment initiatives to bring school leavers and graduates into the PR industry.



Find Tina on Twitter @TinaFotherby

Website: [www.famouspublicity.com](http://www.famouspublicity.com)

## Why I'm Supporting #MicroBizMattersDay

*Micro businesses matter a great deal to society. In addition to the huge contribution to the overall economy, they are one of the areas of business that strive to deliver excellent customer service. Why? Because if you are a micro business owner, you live or die by your customer service. Whether you run a coffee shop, restaurant, hotel or have a B2B enterprise, you will know that it is difficult to compete with chains or larger firms who may benefit from economies of scale and perhaps a well-established brand name.*

*You might well have started the business from scratch and are actively involved day to day. If you are the founder, you might find yourself with the role of Financial Director, Marketing Director, Head of Sales and tea maker, all in the same day. This is not altogether a bad thing. It means you understand your customer's journey and will go out of your way to assist and help others wanting your products and services.*

*Tony and Tina must be congratulated for recognising that a true micro business supports other similar businesses, growing the economy and the social wellbeing of their fellow citizens. Micro businesses can help make the world a better place by supporting new talent, being collaborative with suppliers and taking the simple action of paying promptly.*

# Our 2018 Partners



Hi, we're My Parcel Delivery. We're the award-winning comparison site that proudly serves over 200 countries with simple and speedy parcel delivery services. We've negotiated special discounts and deals with a load of top carrier partners, so we pass those savings straight on to you.

## Why we're Supporting #MicroBizMattersDay


*We're passionate about micro businesses, because we were one! That's why we want to support #MicroBizMatters Day; not just today, or on 12 January, but every day. Micro businesses are the go-getting, enterprising types that we want to help grow and thrive. Businesses with 0-9 employees rightfully deserve adequate and equal support and recognition from their peers, suppliers, government and customers. David Grimes, our CEO and Founder, started My Parcel Delivery from his parents' kitchen table back in 2010, and My Parcel Delivery grew from a micro to a small business, before expanding and forming part of Sorted Group. We're absolutely thrilled to be joining this event to raise awareness and support for the worker bees of the economy.*

 Find My Parcel Delivery on Twitter @myparcel  
Website: [www.myparceldelivery.com](http://www.myparceldelivery.com)



Larsen Howie are providers of specialist insurances and IR35 advice to contractors, freelancers and consultants. With bespoke, market-leading insurances and a state of the art website offering an instant quote-and-buy facility, we help protect micro businesses from a range of disputes, disasters and accusations via our Professional Indemnity, Public (& Employers) Liability, Legal Expenses, Tax and IR35 insurances.

In addition, we have vast experience of dealing with, advising on, and guiding micro businesses with regards to the minefield that is IR35. With an expert team in-house, including ex-HMRC inspectors, we work with micro businesses by offering a range of IR35 contract reviews, insurances, consultancy, HMRC investigation defence representation and training, keeping them up to date, compliant and able to focus on their core activities on a day to day basis.

 Find Larsen Howie on Twitter @LarsenHowie  
Website: [www.larsenhowie.co.uk](http://www.larsenhowie.co.uk)



Clear Books provides clear and simple, award-winning accounting software for small businesses and accountants. Save time and work smarter by managing your accounts in the cloud. Manage invoicing, banking, VAT and submit returns directly to HMRC. With free UK-based telephone and email support, it's easy to see why nearly 12,000 UK businesses rely on Clear Books to simplify their finances. Spend less time accounting starting today.

## Why we're supporting #MicroBizMattersDay:

*Micro businesses are lean, agile and passionate; three characteristics that resonate with us at Clear Books. #MicroBizMatters Day gives us the chance to engage with and celebrate the entrepreneurs who dared to dream and start their own venture. It's more than just a day of celebration, it also gives micro businesses a chance to learn and build the necessary skills to thrive in these uncertain economic times. We are immensely proud to be supporting this fantastic event that champions micro businesses in the UK.*

 Find ClearBooks on Twitter @ClearBooks  
Website: [www.clearbooks.co.uk](http://www.clearbooks.co.uk)



Here at printed.com we're an easy-to-use online print destination that puts the power back in your hands. You can mix 'n' match your size, papers and finishes to suit your designs — because print shouldn't be one size fits all. We're passionate about print, but what does that mean for you? It means that your artwork is handled by a team that cares as much about the final result as you do. It's your print, your way.

## Why we're Supporting #MicroBizMattersDay

*Printed.com are proud to be supporting MicroBizMatters Day on Friday 12 January 2018. Many of our customers are micro businesses and we understand the importance of supporting their growth by providing a wide variety of quality, cost effective products.*

*With micro businesses contributing to 96% of UK business, it is extremely valuable for annual events such as MicroBizMatters Day to be held, offering championing and recognition.*

 Find Printed.com on Twitter @printed\_.com  
Website: [www.printed.com](http://www.printed.com)

# Our 2018 Partners

## plan digital

After spending almost 15 years helping people start and grow their own businesses (or projects) whilst working for Generator, Project North East, Shell LiveWIRE, Sage and Tech North (part of Tech City UK), Paul Lancaster became an expert in using digital marketing and social media to share ideas, promote products and services and build communities of startup founders and creatives. In April 2016, he launched 'Plan Digital UK' to share his content marketing, business development and partnerships expertise with startups and scale-ups across the North of England.

Known as a 'SuperConnector' for all the work he does to encourage collaboration between individuals, businesses and cities, Paul won Dynamo North East's 'Collaborator of the Year' award in 2016 and 2017 and was recognised by Lissted.com as the most influential person in 'digital' in the North East of England in 2017.

 Find Paul on Twitter @lordlancaster  
Website: [www.plandigitaluk.com](http://www.plandigitaluk.com)

## Cheap Accounting .co.uk

Elaine Clark is a Chartered Accountant and Managing Director of the multi award winning online accountancy firm CheapAccounting.co.uk and can often be heard on BBC Radio Four's MoneyBox programme. By delivering on line accountancy services at a cost effective price, affordable by most small businesses, CheapAccounting.co.uk supports the growth of the micro business economy in the UK and takes a new and refreshing approach to the essential accounting required for micro businesses.

### Why I'm supporting #MicroBizMatters

*#MicroBizMatters Day is an event which recognises and celebrates all of the Micro Businesses in the UK and, more importantly, their owners; those who've had the courage to take control of their work and career. I jumped at the opportunity to be involved in this great event and hope that my involvement can help to support hard working micro business owners as they strive for success. I truly believe that Micro Businesses do Matter - today and every day.*

 Find Elaine on Twitter @cheapaccounting  
Website: [www.cheapaccounting.co.uk](http://www.cheapaccounting.co.uk)

## John Cracknell Youth Enterprise Bank *with you every step*

The John Cracknell Youth Enterprise Bank supports young people aged 13 to 21 years old as they start their enterprising journeys. It has supported over 350 young people providing grants, with each applicant also having the support of a business mentor, and access to free use of meeting rooms or office space. In turn the young person commits to supporting youth enterprise in the City.

### Why we're supporting #MicroBizMatters Day

*Without young entrepreneurs running their micro businesses we do not have a succession plan for the UK economy and without micro businesses we would not be in a position of creating innovation and excitement in our economy. It's not always about high growth and expansion for young people, it's about enjoying what they are doing and many are wanting to put back into their community - not because it's the trendy thing to do, but because it's the right thing to do. For that reason, I am pleased that so many young people are making a contribution to #MicroBizMatters Day. Hull is a city that is trying to change its perception of micro businesses and is starting to value their contribution to the local economy and that's why the city is backing #MicroBizMatters Day.*

 Find us on Twitter @HullsEnterprise  
Website: [www.youthenterprise.co.uk](http://www.youthenterprise.co.uk)

## simoncox Marketing Solutions

Simon Cox is the owner and director of Simon Cox Marketing Solutions, a marketing agency based in the East Midlands, delivering successful branding and promotional products to clients throughout the UK ranging from micro businesses up to larger global brands. He founded the Kettering Business Network in 2015 and has also been a Business Advisor within the Young Enterprise Company Programme since 2010. Simon was a Finalist of the Entrepreneur of the Year award in the SME Business Awards for Northamptonshire this year.

### Why I'm supporting #MicroBizMatters Day

*As a business which started as a micro business, I fully appreciate what it's like to run a business on your own. Micro businesses don't have the time and resources that bigger companies have so we depend on each other to help support each other in business. As micro business owners, we are often overlooked by larger companies as being too small and yet we probably know more than others do about what's going on inside our businesses. I've learned useful lessons in business from micro business owners and I've helped others in the process and that's why I'm supporting MicroBizMatters Day.*

 Find Simon on Twitter @simoncox73  
Website: [www.greatmarketingideas.co.uk](http://www.greatmarketingideas.co.uk)

# Our 2018 Guests

## Charlie Mullins



Charlie Mullins launched Pimlico Plumbers in 1979 with just a bag of tools and a very old van bought at auction, and now the company boasts more than 205 professional trades people and a support team of around 100 staff serving customers across London including some of the world's most famous names such as James Bond star Daniel Craig and actress Dame Helen Mirren. The company has a turnover of £30 million, serving central and greater London with its fleet of more than 200 vans, trucks and motorbikes on the streets of the Capital.

## Penny Power



Penny Power has dedicated the past 20 years to small businesses since she founded Ecademy, the first online business social network in 1998. Following this period of teaching how to build brand and communities to many, Penny is launching her new offline social network in the form of The Business Cafe, to rebalance the negative effects that the offline world is having on people. It has 4 main commitments; the culture of the community, the delivery of skills, a place to safely trade and a 'strong mind-strong business' strategy to support anxiety, depression and loneliness in self employment and small business.

## Chris Percival



Chris started out in business at the tender age of 14 and has since become the founder and CEO of three rapidly growing businesses, whilst also achieving his ambition from a young age, to become a registered Paramedic. As a person who has always wanted to run a business and achieve goals, Chris has set about to combine his passion for emergency medicine and creativity into his company, Jigsaw Medical®. He also has several other business interests, including a digital and creative agency called eJIGSAW, his own record-label Jigsaw Records, and is also a Mentor for Virgin Startup, helping new entrepreneurs on their journey.

## Kate Hardcastle



Kate Hardcastle, aka The Customer Whisperer is one of the UK's leading 'go-to' business experts for national TV and media. As seen and heard weekly on BBC, ITV, Sky, Channel 4 and as a guest writer for the Guardian & Virgin, Kate has also led the turn around of British branded businesses, as the founder of Insight with Passion business transformation. Kate was made Downing Street - Point of Light winner on International Women's Day with her dedication to many vital campaigns and charities supporting women - an award that she adds to over 26 national and international awards.

## Laura Bartlett



Laura Bartlett has been a #girlboss since the age of 23 when she launched her first company. She started this with zero investment and has since gone on to achieve worldwide recognition. Her company is House of Coco, a luxury travel magazine, and Laura now has a team of over 30 people that work with her to produce the content of the magazine which is sold in the most exclusive postcodes in London. Stockists include Harrods, WHSmith, Selfridges and it has over 10k downloads in the App Store.

## Janet Jack



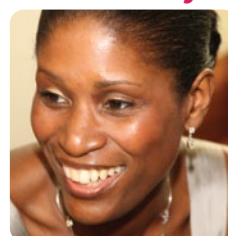
Janet is originally from Manchester and started her first business when she was 19. She had been working previously as a bookkeeper and payroll clerk so had very early experience in keeping financial records. She started her own bookkeeping practice, JJBA when she moved to Essex in 2000. It began in her front room and grew quickly, becoming a limited company in 2011 with a portfolio of over 150 clients. Janet was the Finance Director for the Federation of Small Businesses, and she has recently taken up the new position of Chief Executive at the IAB.

## Chris Townsend



What Marketing builds bespoke video and animation content, then matches it with paid for social ads. We are a small team of 5 creatives and the company is just over a year old. Our clients range from travel companies, fashion brands to tech start ups. Our focus is creative, innovative and exciting content that gets noticed online.

## Laura Henry



Laura Henry is an expert international award-winning Early Childhood specialist. She is the founder of the community interest company for Early Childhood trainers and consultants, NEYTCO; vice-president of Early Education; and national representative for the World Forum on Early Care and Education.

## Duncan McCombe



Duncan McCombe is a 22-year-old social entrepreneur and founder of Network Young CIC. It aims to help young people, aged 13-19, use networking to make more informed career choices by running workshops and events for young people to help them build their professional networks. Duncan founded the company on his 18th birthday, just 2 days after sitting his last A-Level exam.

## Nichola Howard



Nichola founded Launch Events NW in 2013 to help small businesses get seen and heard by their target customers. Social media, PR and offline marketing campaigns before, during and after the events, have established a virtual reach of more than half a million people per event campaign and over 6.5 million reach on event days, ensuring that businesses receive the best value possible when exhibiting.



# Our 2018 Guests

## Emma Langman & Kate Dobb



Emma Langman and Kate Dobb are into helping people have real conversations with real people about real stuff that matters. They love small and medium sized charities, social enterprises and not-for-profits, especially those working with people and/or technology. They aim to make Great Cause Communications the most effective UK provider of strategic advice and hands-on practical support for organisations to connect with their external stakeholders and their own workforce.

## Jude Vause-Walsh



Jude started her career in the West End, many moons ago. She went on to appear in many TV dramas and soaps; think Corrie, Shameless, Blue Murder, Unforgiven and numerous TV ads before a radio presenting career in the late 90's. She then decided to embark on a full time career as a voice over artist and is the voice of SKY, Boots, ITV, Asda and House of Fraser.

## Rachel and Laura Beattie



Rachel and Laura Beattie are sisters and the co-founders of Careaux, an online luxury womenswear brand. Both were born in Manchester and currently live in Stretford with their two dogs Brooke and Zippy. They have created the Careaux black dress, a dress the first of its kind, all handmade in Manchester, which adapts to your unique style and shape.

## Julia Emelogu



Joolzery is my second business, which came about after developing life threatening complications following an operation, which meant I couldn't run my IT training consultancy business for 18 mths. I have always loved jewellery, and the healing properties and energies of gemstones have always played a pivotal role in my life, so I started creating my own range of sterling silver gemstone jewellery turning a hobby and passion into a proper business.

## Paul Lancaster



Paul won Dynamo North East's 'Collaborator of the Year' award in 2016 and 2017 and was recognised by Listed.com as the most influential person in 'digital' in the North East of England in 2017. He's also Founder & Event Producer of the annual 5-day 'Newcastle Startup Week' festival in May and co-author of the 'Small Business Marketing for Dummies' book published by Wiley.

## Elaine Clark



Elaine Clark is a Chartered Accountant and Managing Director of the multi award winning online accountancy firm CheapAccounting.co.uk. By delivering online accountancy services at a cost effective price, affordable by most small businesses, CheapAccounting.co.uk supports the growth of the micro business economy in the UK.

## Rhian Kempadoo-Millar



Rhian Kempadoo-Millar is setting out to bring a bit of colour back to Yorkshire manufacture - starting with the flatcap. Conceived in 2010 while studying millinery part-time at Leeds College of Art, Rhian followed her dad's love of wearing flat caps, and wanted to wear something more 'funky than farmer'. And so in 2013 Kempadoo Millar Headwear began trading, selling online and to stockists.

## Simon Vause



After leaving university with a media production degree I was keen to kick start a career in broadcasting. From then on my flare for creativity and audio production led me into commercial radio. I was soon voicing and producing radio commercials and also radio station imaging and promos. The demand for my voice grew and I became a professional voice talent in 2010.

## Dan Martin



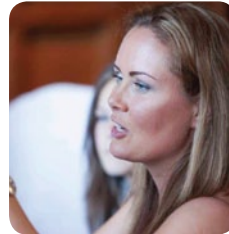
Dan Martin is a journalist and content expert with 15 years of experience writing about small businesses and entrepreneurs. He has interviewed hundreds of entrepreneurs from the smallest of start-ups to big names like Sir Richard Branson, Theo Paphitis and Deborah Meaden. As head of content at Enterprise Nation, Dan provides practical content to help the community of 70,000 entrepreneurs start and grow their businesses.

## Ian Cass



Ian Cass originally joined the Forum of Private Business in 2013 and took the reins as Managing Director three years later in Summer 2015. The Forum is a small business membership organisation that offers advice, support and protection to small UK companies.

## Naomi Timperley



Naomi Timperley is an Honorary Industry Fellow at Salford Business School, co-founder of Tech North Advocates which champions tech in the north of England and Chair of investment platform Capital Pilot. Naomi was part of the Maserati 100 in 2015 - a definitive list of entrepreneurs who support the entrepreneurs of tomorrow.

## Ed Goodman



Most people start a business to do something that they love or to create a better lifestyle for themselves. I work with these people, through mentoring and coaching, to help them through the early stages of their journey. Together, we bring their business to life and work towards them making a profit while enjoying their journey too.

# Our Head Roadies...



**Jo Harrison**  
VIRTUAL ASSISTANT

**Jo Harrison**  
@JoHarrisOn

My early career was spent working my way up through various companies in my local area before a stint at the local council. It was at a non-profit organisation called DSDM, however, that I really found my feet. I had my first taste of the internet and started utilising email for my day-to-day work. My true dreams were eventually realised when I chose to take voluntary redundancy and started my own virtual assistant business, and I've never looked back.

My biggest leap of faith was moving to rural France back in 2011. Being a virtual assistant, I could work anywhere in the world – providing I had a reliable internet connection – and the decision to emigrate is one that I've never regretted. After all, I'm devoid of all stress (almost) and happier than I've been in many years. The perfect work/life balance that I have achieved here in France means that I can provide a truly exceptional service to my clients.

[www.joharrison.rocks](http://www.joharrison.rocks)



**the smArt station**  
DOCUMENT & GRAPHIC DESIGN

**Gaynor Carr**  
@TheSmartStation

I'm an award-winning document and graphic designer, producing creative design that's perfect for your business! I have over 20 years' experience of working for large organisations and small consultancy businesses producing documents to improve and enhance their presentation, and I set up my own successful document and graphic design business, The Smart Station, nine years ago. Although it takes over my every waking minute, I've never been happier.

I'm delighted to say it's gone from strength to strength, and I now have clients all over the UK, as well as Jersey, Poland, Qatar and the Middle East. I design branding, logos, business cards, stationery, promotional materials, and create document presentation and layout for startups, SMEs and larger businesses to help them look good, feel proud and make a *great* impression!

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



**CAMBRIDGE BUSINESS LOUNGE**  
ENGAGE • INSPIRE • SHARE

**Ed Goodman**  
@edagoodman [www.edagoodman.com](http://www.edagoodman.com)

Most people start a business to do something that they love or to create a better lifestyle for themselves. I work with these people, through mentoring and coaching, to help them through the early stages of their journey. Together, we bring their business to life and work towards them making a profit while enjoying their journey too. I'm also the co-founder of the Cambridge Business Lounge, a freelance social media trainer, and author of "New Business, Next Steps – the all-in-one guide to Managing, Marketing and Growing your small business".



**EssentialBusiness**  
GUIDES, WORKBOOKS, ONLINE COURSES AND RESOURCES

**Marianne Whitfield**  
@Essential\_Biz

Marianne Whitfield is co-director of Essential Business and Managing Director of Cobweb Information. As a business owner, Marianne understands all too well the realities, pitfalls and day-to-day frustrations of running a business. At Essential Business, she works alongside Julie Stanford to publish guides, workbooks and courses for business start ups, small and micro business owners, and their professional supporters.

Running a business is challenging, sometimes scary and always demanding – but get it right and there is enormous satisfaction to be had. Essential Business helps business owners gain the vital skills and understanding that make their business success more likely.



**CheapAccounting.co.uk**

**Elaine Clark**  
@cheapaccounting

Elaine Clark is a Chartered Accountant and Managing Director of the multi award winning online accountancy firm CheapAccounting.co.uk. By delivering online accountancy services at a cost effective price, affordable by most small businesses, CheapAccounting.co.uk supports the growth of the micro business economy in the UK.

Along with easy to understand, informative social media content CheapAccounting.co.uk takes a new and refreshing approach to the essential accounting required for micro businesses. Elaine can often be heard on BBC Radio Four's MoneyBox programme and is regularly quoted in the press on tax and accountancy matters pertinent to the micro business world.

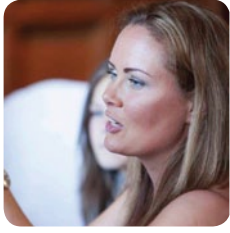


**Adrian Ashton**  
Insight | Development | Encouragement

**Adrian Ashton**  
@AdrianAshton2

After graduating with a business degree after 5 years at a University in Cambridge, Adrian began to realise that nearly everything he was taught didn't apply in the real world, and so he set about re-educating himself about enterprise through taking on various roles in all sorts of industries and marketplaces. The successes he created through this led to him being approached to turn around an ailing enterprise support agency, be invited to contribute to national policy, and gain several national/international awards for his support to social enterprise. He's also been named as one of the UK's top 10 business advisors.

# Our Head Roadies...

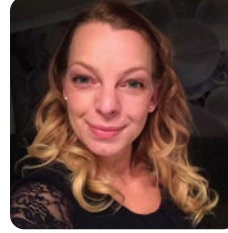


**Naomi Timperley**  
@naomitimperley

Naomi Timperley is an Honorary Industry Fellow at Salford Business School, co-founder of Tech North Advocates which champions tech in the north of England and Chair of investment platform Capital Pilot. Naomi was part of the Maserati 100 in 2015 – a definitive list of entrepreneurs who support the entrepreneurs of tomorrow from the Centre of Entrepreneurs.

Naomi is also a mentor, TEDx speaker and an experienced partnerships and engagement consultant with established relationships across the UK – especially in the tech and digital sector. Naomi was named as a Rising Star in the Computer Weekly Most Influential Women in UK IT 2017.

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



**Michelle Dorrell**  
@Michelle4Labour

Michelle Dorrell is probably best known for her impassioned confrontation of energy secretary Amber Rudd on BBC's Question Time, which left the Tory minister stunned into silence. The hardworking mother-of-four's emotional dialogue came about because of proposed cuts to tax credits, which Michelle said would make things even harder for her and her family.

But when she's not berating politicians on live TV, Michelle runs Chelle's Designer Nails, a small designer nail salon that she started in 2013 to improve her prospects and provide her family with more financial support; allowing them to decrease their reliance on state welfare in the future.

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



**Paul Lancaster**  
@LordLancaster

Paul is a passionate supporter of UK enterprise and a tech startup mentor. Previously at Sage and Shell LiveWIRE, and Tech North, he supported, promoted and accelerated tech and digital entrepreneurship in the North of England. In April 2016, he launched 'Plan Digital UK' to share his content marketing, business development and partnerships expertise with startups and scale-ups across the North of England. Paul won Dynamo North East's 'Collaborator of the Year' award in 2016 and 2017 and was recognised by Lissted.com as the most influential person in 'digital' in the North East of England in 2017. He's also Founder & Event Producer of the annual 5-day 'Newcastle Startup Week' festival in May and co-author of the 'Small Business Marketing for Dummies' book which is published by Wiley.

## Four easy ways to get involved!

- 1 Watch the Live Event Learning Sessions online**  
YouTube and social media live streaming links will be shared on [microbizmattersday.rocks](http://microbizmattersday.rocks) and @microbizmatters social media networks on Friday 12 January 2018
- 2 Share info across your networks**  
both on- and off-line. Even 1 retweet spreads the word that **#microbizmatters!**
- 3 Organise a #MicroBizMatters Day party!**  
Whether you're a freelance, micro business, small business or large corporate organisation that cares about the smallest of businesses, why not bring a group of micro business owners together for drinks and nibbles and share learning experiences, hints and tips to help each other?
- 4 #IGave12**  
Why not get involved with this #MicroBizMatters Day campaign by ensuring you give 12 to help another micro business owner? This could be by writing a blog post giving 12 hints or tips, pledging to buy 12 items from micro businesses in the next 6 months, spending 12 minutes promoting or supporting another micro business, following 12 new micro businesses on social media - the list is endless as long as you use the number 12 and tell people what you've done by sharing with the #MicroBizMatters Day team using **#IGave12** or posting to our facebook page!

in association with

*John Cracknell*

**YouthEnterpriseBank** 

*with you every step*

in  
partnership  
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**Hull**  
City Council

**KCOM**

next year's event comes **LIVE FROM HULL**



**#MicroBizMatters Day**

recognition • action • learning

[www.microbizmattersday.rocks](http://www.microbizmattersday.rocks)

**Friday 11 January 2019**



@microbizmatters