



**25 WEDNESDAY  
MAY**

**#SMEXPO**



Exhibiting - Standard

**SME  
XPO**

**25-26 MAY 2022  
OLYMPIA LONDON**

## THE MASTER PLAN

<b>10:20 - 10:25</b>	<b>WELCOME INTRODUCTION</b> Angelica Malin, Editor-in-chief, <b>About Time Magazine</b>
<b>10:25 - 10:35</b>	<b>OPENING REMARKS</b> Aine Rogers, Small Business Director, UK & Ireland, <b>Cisco</b>
<b>10:40 - 11:10</b>	<b>KEYNOTE ADDRESS: My secrets to success - from the kitchen table to household brand</b> Holly Tucker MBE, Co-Founder of online marketplace Notonthehighstreet and Founder of Holly & Co, advises budding entrepreneurs on how to grow. Here she will talk about her bumpy road to success, the importance of planning ahead and share her journey - the highs, lows and everything in between. <ul style="list-style-type: none"><li>• How to tell your brand story</li><li>• The lessons I've learnt the hard way and redefining success</li><li>• The importance of emotional connection with your customer</li></ul> <b>Holly Tucker MBE</b> , Co-Founder, <b>Notonthehighstreet</b> , Founder, <b>Holly &amp; Co</b> and Ambassador, <b>Creative Small Businesses</b>
<b>11:15 - 12:00</b>	<b>FIRESIDE CHAT: How to scale your business without outside investment (and without losing your purpose)</b> Steph Douglas started Don't Buy Her Flowers from her spare bedroom in 2014, and has scaled it to multi-million pound turnover business, offering gifts for all occasions and employing over 25 people. So how has Steph stayed true to the original values of the business while scaling? <b>Moderator: Angelica Malin</b> , Editor-in-chief, <b>About Time Magazine</b>   Steph Douglas, Founder & CEO, <b>Don't Buy Her Flowers</b>
<b>12:05 - 12:35</b>	<b>TRADING INSIGHTS: Life beyond the EU - answering your questions on trading post-Brexit</b> So much of the news around Brexit, and particularly the impact of it on businesses, has been negative. Although there are obvious issues to be aware of and prepare for, many companies are finding positive opportunities in the face of Brexit. This practical session will look at the UK's transition and ensure that your business is prepared. Selwyn Stein, Chief Executive Officer, <b>VAT IT Reclaim</b>
<b>12:40 - 13:05</b>	<b>IN CONVERSATION: From UK start-up to Cross-Border Success - essential lessons for creating and growing a business</b> Start-ups never rest, here Jamie Laing and Ed Williams will offer tips on how to increase your exposure and grow your profile. No matter which stage your business is at, this session will provide guidance on how to go from dream to reality, focus on your strengths, and tackle potential weaknesses, to make significant improvements. Jamie Laing, Co-Founder, <b>Candy Kittens</b>   Ed Williams, Co-Founder, <b>Candy Kittens</b>
<b>13:05 - 14:25</b>	<b>BREAK</b>
<b>14:30 - 15:00</b>	<b>MARKET ANALYSIS: Get ready. Set. Grow. Making the most of global Britain and tapping into new markets</b> Accessing new markets allows a company to broaden its reach and increases its potential to sell products and services to more customers. This increase in sales can also boost the bottom line of the business. In this session, we will identify new markets and the potential they could bring to your business. <ul style="list-style-type: none"><li>• Single market access and new trade deals - opportunities for your business</li><li>• Determine which alternative markets can help you increase revenue</li><li>• What's next for the Trans-Pacific Partnership (TTP)?</li></ul> Johnny Paterson, Co-Founder and Managing Director, <b>Dr.PAWPAW</b>   Laura Ward, Creative Director, <b>EXEAT</b>
<b>15:05 - 15:35</b>	<b>FINANCE MASTER CLASS: Cash flow 101 - your essential guide</b> Having a positive cash flow is just as important as profit when it comes to determining your business' performance. Fast growing businesses tend to require more cash - dreaming big and running out of money isn't a situation a small business wants to find itself in, which is why cash flow is critical to sustaining and growing a business. Andrew Henderson, Managing Director, <b>hacl</b>
<b>15:40-16:25</b>	<b>PANEL DEBATE: The perfect time to risk it all? Building a business during the pandemic</b> Start-ups boomed during the pandemic. COVID was the catalyst and when many millions of people lost their jobs they had to reskill to survive. Here's how some entrepreneurs found a niche and, in this discussion, will explore what lessons you can learn, even after COVID. <ul style="list-style-type: none"><li>• Remove your boundaries and be prepared for the unexpected</li><li>• Resilience, strength and a healthy workspace</li><li>• Social media is your marketplace - Insta Reels, Tik Tok, Twitter Spaces and Clubhouse</li></ul> <b>Moderator: Emma Jones</b> CBE, Founder and Chief Executive Officer, <b>Enterprise Nation</b>   Poppy O'Toole, Chef Influencer, <b>Poppy Cooks</b>   Brodie Meah, Co-Founder, <b>Shop Cuvée</b>   Sophie Meislin Baron, Founder and Chief Brand Officer, <b>Mamamade</b>   George Dunn, Director EMEAR Collaboration Sales: Digital, Small and Mid Market, <b>Cisco</b>

EXHIBITION & NETWORKING - THROUGHOUT THE DAY



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<b>10:30 - 10:35</b>	<p><b>WELCOME INTRODUCTION</b></p> <p><b>David Clare</b>, North London Area Lead, <b>Federation of Small Business</b></p>
<b>10:40 - 11:10</b>	<p><b>KEYNOTE FIRESIDE CHAT: Mind the talent gap - how apprenticeships can unlock access to growth</b></p> <p>SME's growth depends on having the right skills and the right people. 21st century skills like data analytics and digital marketing aren't taught in school - but they're essential to enduring success. With hiring harder than ever, professional apprenticeships enable businesses of any size to access talented people from diverse backgrounds, or train and upskill existing staff in new skills.</p> <ul style="list-style-type: none"> <li>• How and why apprenticeships can address the 'talent gap' facing businesses of all sizes</li> <li>• How SMEs can access funding to deliver training to their staff or new hires</li> <li>• Including apprenticeships in your ESG strategy</li> </ul> <p><b>Euan Blair</b>, Founder and Chief Executive Officer, <b>Multiverse</b> In Conversation with... <b>David Marsland</b>, Head of Audio, <b>Evening Standard</b></p>
<b>11:15 - 12:00</b>	<p><b>DISCUSS AND DEBATE: Grow your brand with purpose positioning</b></p> <p>Consumers are increasingly focusing on values and contribution to society when choosing who to do business with. Balancing purpose and profit can help your long-term business strategy, create differentiation in the marketplace, increase brand trust and loyalty, and ultimately, help your company stand the test of time.</p> <ul style="list-style-type: none"> <li>• Dissecting successful businesses making a positive global impact</li> <li>• The five key guiding principles</li> <li>• The perks of choosing a purpose, which leads to profit</li> </ul> <p><b>Moderator: Rowena Howie</b>, London Policy Chair, <b>Federation of Small Businesses (FSB)</b> and Owner, <b>Retro Revival</b> <b>Rob Wilson</b>, Co-Founder and Chief Executive Officer, <b>Toast Ale</b>   <b>Amy Williams</b>, Founder and Chief Executive Officer, <b>Good-Loop</b>   <b>Saasha Celestial-One</b>, Co-Founder and Chief Operating Officer, <b>OLIO</b>   <b>Phyllis Taylor</b>, Founder and Creative Director, <b>SIKA</b></p>
<b>12:05 - 12:35</b>	<p><b>USER SCENARIO: The reimagined consumer - stay ahead of the eco-conscious trends and protect your bottom line</b></p> <p>A business with a strong environmental commitment that can demonstrate its progress has the power to attract conscious consumers as well as engage with new customers via social media. Making sustainable changes brings with it market access and the opportunity to tap into a new market.</p> <p><b>Dominic McGregor</b>, Founding Partner, <b>Fearless Adventures</b></p>
<b>12:35 - 14:25</b>	<b>BREAK</b>
<b>14:30 - 15:00</b>	<p><b>KEYNOTE ADDRESS: The B Corp Movement - building a sustainable and inclusive economy to help you win new customers</b></p> <p>Certified B Corps are a new kind of business, balancing profit with people and the planet. UK B Corps reported average revenue growth of 14% year-on-year since its launch in 2015. For companies who want to attract great talent, commit to ethical business practices, and join a wider movement to build a better world through business, B Corp certification is well worth the effort that comes with it.</p> <p><b>Peter Flavel</b>, Chief Executive Officer, <b>Coutts</b></p>
<b>15:05 - 15:35</b>	<p><b>DISCUSS AND DEBATE: Get ready to go green - calling all small businesses to lead the transition to net zero</b></p> <p>The Race to Zero is on. London and the UK government have declared a climate emergency. Almost 1 in 3 of the UK's largest businesses have committed to reach net zero by 2050, if not sooner, and kickstart a global transition to a low carbon economy. Is your small business ready for net zero?</p> <ul style="list-style-type: none"> <li>• Real stories about cutting emissions</li> <li>• How to measure your carbon footprint in under 30 minutes</li> <li>• Setting realistic reduction targets</li> </ul> <p><b>Moderator: Jane Mossman</b>, Better Futures+ Project Manager, <b>West London Business</b>   <b>Annika Bosanquet</b>, Co-Founder, <b>Wrapology</b>   <b>Alasdair Ben Dixon</b>, Co-founder, <b>Collective Works</b>   <b>Victoria Ann Jenkins</b>, Founder, <b>Unhidden</b>   <b>Tej Johal</b>, Founder, <b>Fashion Eyewear</b></p>
<b>15:40 - 16:25</b>	<p><b>THE BIG DEBATE: ReCommerce - the quiet revolution pioneering second-hand</b></p> <p>Eco-friendly is shaping the rise of thrifting, with research predicting that the second-hand market will double within the next five years. Resale presents a more affordable, and sustainable, option which is particularly appealing to Era-Z consumers. This discussion will explore how you can embed ReCommerce into your platform to adopt the growing retail trend as consumer patterns continue to shift.</p> <ul style="list-style-type: none"> <li>• Breaking the vicious circle of overconsumption</li> <li>• Making circularity part of your climate business strategy</li> <li>• Reinvigorating retail - the benefits extending through the supply chain</li> </ul> <p><b>Moderator: Alex Hiatt</b>, Head of Home, <b>eBay</b>   <b>Sabrina Sadiq</b>, Founder and Chief Executive Officer, <b>Luxury Promise</b>   <b>Tatiana Wolter-Ferguson</b>, Co-Founder and Chief Executive Officer, <b>Hewi</b>   <b>Marcia Cooper</b>, Founder and Director, <b>House of Vintage UK</b>   <b>Reece Morgan</b>, Director Handbags &amp; Jewellery, <b>Xupes</b></p>

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**ROUNDTABLES & WORKSHOPS**

**WORKSHOPS** Exhibition Hall / Workshop 1 or Workshop 2

The workshops at SME XPO offer our visitors the opportunity to dive deeper into key topics and find answers to specific questions from expert hosts and moderators. Places are limited - please arrive early to guarantee your seat at the table. Each session lasts 45 minutes.

WORKSHOP 1		WORKSHOP 2	
<b>10.30</b>	<b>Raising money in 2022 - new channels and approaches helping SMEs succeed</b> Andrew Sears, Venture Investment, <b>Seedrs</b>	<b>Digital marketing for SME growth</b> A highly practical workshop to help you create your perfect digital marketing plan. Debbie Rymer, CMO, <b>Zyplify</b>	
<b>11.30</b>	<b>Creating value from your CSR programme</b> Simon Baker, Head of Fleet and Compliance, <b>CitySprint</b>	<b>Environmental, Social and Governance (ESG) Reporting, Commitments &amp; Disclosures Done Right</b> Jonathan Ekin, ESG Offering Manager, <b>One Trust</b>	
<b>12.30</b>		<b>Utilising online marketplace eBay to expand your digital reach</b> Sarah Bryant, Director of SMBs, <b>eBay</b>   Berengere Chaintreau-Fuchscome, Head of Product Marketing UK, <b>eBay</b>	
<b>13.30</b>	<b>Cut through the red tape of global trade</b> Gabrielle Magnani, Head of Sales, <b>re:TRADE</b>	<b>A guide to intellectual property for creative practitioners</b> Emma Richards, Campaign Manager, <b>IPO</b>   Kelly Wren, Business Engagement Manager, <b>IPO</b>   Nicholas Chard, Business Engagement Manager, <b>IPO</b>	
<b>14.30</b>	<b>Your data investment: are you failing to maximise ROI?</b> Brendan Finnegan, Senior Marketing Manager, <b>Fivetran</b>	<b>Accelerating growth: from startup to scaleup</b> Josh Guthrie, Country Manager UK, <b>Mollie</b>   Paul Rogers, Managing Director, <b>Vervault</b>   Roland Horne, Founder & CEO, <b>WatchHouse</b>	



**ROUNDTABLES 10.45, 13.15 & 15.00** Gallery / 1st floor

Visitors are invited to take part in informal conversations aimed at addressing business headaches and fears as well as offering practical advice, in more detail and off-the-record. This is your opportunity to create new connections to grow your support network, form collaborative partnerships and implement your ideas to take your business to the next level.

<p><b>THE SME FUNDING GAP (10.45 ONLY)</b></p> <p>SME funding gap across the country, lack of support for female entrepreneurs and promoting the diversity of boards.</p> <p>Moderator: Mohammad Kamal Syed, Chief Investment Officer, <b>Coutts</b></p> <p><b>TALENT</b></p> <p>Why SMEs should prioritise skills development, and routes to do so (and how to access funding).</p> <p>Moderator: Katie Fuhrman, Global Director of Partnerships &amp; Olivia Goodey, Partnerships Manager, <b>Multiverse</b></p> <p><b>CROSS BORDER TRADE (13.15 ONLY)</b></p> <p>Exporting to African markets.</p> <p>Moderator: Bolaji Sofoluwe, Managing Director, ETK Group. EXPORT CHAMPION: <b>Department of International Trade</b></p> <p><b>SUSTAINABILITY</b></p> <p>Sustainability doesn't have to cost the Earth - 5 steps to take climate action now.</p> <p>Moderator: Charlie Kingsley, Georgia Trapp &amp; Lucy Kirkup, Commercial Sustainability Managers, <b>ClimatePartner</b>.</p>	<p><b>EFFECTIVE ESG</b></p> <p>How can small and large businesses work together for the benefit of the environment and society?</p> <p>Moderator: Sat Pillai, Chair of Environment Policy Unit, <b>Federation of Small Businesses (FSB)</b> and Founder, <b>Circled Up</b></p> <p><b>BUSINESS FUNDING</b></p> <p>Producing a successful start-up loan application - what to know before you apply.</p> <p><b>13:15</b> Moderator: Daniel Kkama, Senior Customer Service Advisor and Amy Ramsden, Delivery Manager - <b>British Business Bank</b></p> <p><b>15:00</b> Moderator: George Brown, Delivery Manager and Kumba Sanyang, Customer Services Manager - <b>British Business Bank</b></p> <p><b>ECOMMERCE</b></p> <p>Growth hacking for eCommerce: the ideas you can apply to your business today</p> <p>Moderator: Valeria Vahorovska, Founder and Chief Executive Officer, <b>Fondy</b></p> <p><b>SALES AND MARKETING</b></p> <p>Low-cost proven ways to grow traditional and digital marketing, and boost revenue</p> <p>Moderator: Matthew Elwell, Managing Director, <b>Elite Closing</b></p>
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THE FUTURE OF BUSINESS

EXHIBITION & NETWORKING - THROUGHOUT THE DAY

10:00 - 10:05	<b>WELCOME INTRODUCTION</b> Michael Hayman MBE DL, Co-Founder, Seven Hills
10:10 - 10:40	<b>KEYNOTE FIRESIDE CHAT: Almost everything is possible - advice on securing big deals to winning investment, and more...</b> Tej Lalvani, British businessman and Chief Executive Officer of the UK's largest vitamin company will talk through his entrepreneurial journey, and the benefits of growing rather than selling a business. Start-ups and scale ups never rest, and here the former Dragon, will offer tips on how to increase your exposure and grow your profile. <u>Moderator:</u> Michael Hayman MBE DL, Co-Founder, Seven Hills   Tej Lalvani, Chief Executive Officer, Vitabiotics and Former Dragon, Dragons' Den
10:45 - 11:15	<b>INVESTMENT INSIGHT: Beyond the High Street banks - the challengers that could help your business grow</b> Traditional banks have a reputation for being slow to change and bureaucratic. The challenger banks aim to disrupt the market by offering new concepts in banking. They are changing how banking and payments work, offering new and innovative solutions. This session will look at the alternative banks revolutionising the SME lending market and what they could offer you. <ul style="list-style-type: none"><li>• Up-to-the-minute notifications on your spending and budgeting tools</li><li>• Do more with your data with open banking apps</li><li>• Mature and new challenger banks - the pros and cons</li></ul> <u>Moderator:</u> Heather Buchanan, Director of Policy, APPG on Fair Business Banking   Oliver Prill, Chief Executive Officer, Tide   Kevin Hollinrake, Member of Parliament, Thirsk and Malton   Tim Boag, Group Managing Director of Business Finance, Aldermore
11:20 - 12:05	<b>PANEL DEBATE: Is the digital tidal wave bringing a new renaissance of entrepreneurs?</b> Digital technology - an integral part of the future of industry - can bring improved efficiency and increased production as well as faster communication, new collaborations, better content management and access to analytics data. Its use can enhance the performance of SMEs and offer more opportunities in order to compete with their larger competitors. <ul style="list-style-type: none"><li>• Expand your reach and sell to customers from all around the world</li><li>• Improve your business intelligence and communicate a with large number of customers in less time</li><li>• Buying power: personalise customer experiences</li></ul> <u>Moderator:</u> Angelica Malin, Editor-in-chief, About Time Magazine   Gori Yahaya, Founder and Chief Executive Officer, UpSkill Digital   Joe Maruzzi, Founder, Pleesecakes   Andrew Stevens, Director of UK Small and Medium Business, Vodafone   Rupert Boddington, Founder, Pockla
12:10 - 13:10	<b>BREAK</b>
13:15 - 13:45	<b>FIRESIDE CHAT: Data is not just for techies...it's the ultimate way to manage, lead and grow your business</b> Studies show that data-driven businesses outperform their competitors by around 30%. Guy Blaskey explains how transitioning Pooch & Mutt to being data-driven has helped scale the business, get investment, make him a better leader and save his mental health. Guy Blaskey, Founder and Director, Pooch & Mutt   Aoife Smyth, Sales Manager, Fivetran
13:50 - 14:20	<b>LIVE INTERVIEW: The Recovery Plan - rebuilding London's tourism and hospitality sector</b> London has always been famous for attracting people, capital and enterprises. Yet in the last 18 months, with employees working from home in lockdown, and foreign workers leaving the capital due to Brexit, how we view our City has changed. A co-ordinated plan is needed, and, in this live interview format, we pick the brains of one of London's most successful SMEs. <ul style="list-style-type: none"><li>• Can the sector recover, if so, how? What can local and national government do to help?</li><li>• How can small businesses not only bounce back, but expand?</li><li>• Now that EU staff have gone, how do we bring people back into inner cities?</li></ul> <u>Moderator:</u> Michael Hayman MBE DL, Co-Founder, Seven Hills   Spencer Craig, Founder and Chief Executive Officer, Pure
14:25 - 15:10	<b>LIGHTNING TALKS: Game-changing businesses of the future - how to spot the next big trend</b> Global economic recovery coupled with a return of consumer confidence will spark a wave of innovation and a new generation of entrepreneurs. With pandemic-induced changes in shopping behaviour, socially and environmentally conscious consumers, which movements are going to shape the next few years? <u>Moderator:</u> Richard Burge, Chief Executive, London Chamber of Commerce and Industry   Arabella Turek, Chief Operating Officer, Petit Pli   Will Moxham, Founder, Planthood   Kayla Lean, Head of Strategic Market Growth, Peppy Health   Gabriele Musella, Co-Founder and Chief Executive Officer, Coinrule   Simone Buckley, VP of EMEA Marketing, Corporate Communications, TripActions

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## SCALING YOUR BUSINESS

EXHIBITION & NETWORKING - THROUGHOUT THE DAY

10:00 - 10:05	<b>WELCOME INTRODUCTION</b> Guy Tolhurst, Group Chief Executive Officer, <b>Indagate Group</b>
10:10 - 10:40	<b>FIRESIDE CHAT: Graft. Grace. Grit. One businesswoman's top tactics to scale-up</b> One of the most prominent serial entrepreneurs in the UK, Debbie Wosskow OBE, is well known for successfully launching and scaling businesses. The former CEO of Love Home Swap - sold for \$53m in July 2017 - will share her incredible journey from kickstarting her career to her trailblazing strategy to scale your business. <ul style="list-style-type: none"><li>• Know your end game and source your winning team</li><li>• Get noticed: from eCommerce to everywhere-commerce</li><li>• Securing investment to fund expansion</li></ul> <b>Moderator:</b> Angelica Malin, Editor-in-Chief, <b>About Time Magazine</b>   <b>Debbie Wosskow OBE</b> , Co-Founder, <b>AllBright</b>
11:00 - 11:40	<b>DISCUSS AND DEBATE: Why supercharging your leadership style is critical to successfully scaling your business</b> Entrepreneur, business leader and Small Business Charter chair, Michael Hayman, will host a discussion into why investing time in leadership skills is critical to scaling your business. <ul style="list-style-type: none"><li>• What role does your leadership style play in the success of your business?</li><li>• How can you engage and inspire your team to innovate and grow?</li><li>• What are the relationships between good management and productivity, efficiency and innovation, and what can you do to make it work?</li></ul> <b>Moderator:</b> <b>Michael Hayman MBE DL</b> , Co-Founder, <b>Seven Hills</b>   Minister Paul Scully, Minister for Small Business, <b>Consumers &amp; Labour Markets and Minister for London</b>   Ainurul Rosli, Professor of Enterprise and Entrepreneurship, <b>Brunel Business School</b>   Charlotte Harrington, co-CEO, <b>Belu Water</b>   Sophie Quy, Executive Vice-President - Brands, <b>Threads Styling</b>
11:45 - 12:30	<b>HIRING STRATEGY: Talent pooling people with the super skills needed for business expansion</b> The labour market is incredibly tight, and businesses are struggling to find enough staff with the right skills post-Brexit and pandemic. This session will share insight and explore approaches into what job hunters are looking for in an employer and how to hang on to staff you've got. <ul style="list-style-type: none"><li>• Upskilling and preparing employees for the future of work benefitting both the company and the employee</li><li>• The missing middle: your recruitment and retention game plan</li><li>• Remote and hybrid working - how to build culture remotely</li></ul> <b>Moderator:</b> <b>Alex Evans</b> , Managing Director, <b>TALiNT Partners</b>   Tom Glanfield, Founder, <b>LHi Group</b>   Wai Foong Ng, Founder and Chief Executive Officer, <b>Matchable</b>   Tushar Agarwal, Co-Founder and Chief Executive Officer, <b>Hubble</b>
12:30 - 13:10	<b>BREAK</b>
13:15 - 13:45	<b>USE CASE: Pint sized businesses with colossal ambitions - is collaboration the key?</b> Companies with common goals can tap into resources they previously didn't have access to and share vital information. As we move into a hybrid working world our experienced panellists will reveal the secrets of effective collaboration...the new super skill to a better business. <ul style="list-style-type: none"><li>• How can co-operation make your company more competitive?</li><li>• Expanding your network, and support, during economic recovery</li><li>• Generation of dynamic, innovative ideas</li></ul> Christopher Kenna, Founder and Chief Executive Officer, <b>Brand Advance</b>
13:50 - 14:20	<b>SOCIAL MEDIA SPOTLIGHT: Hashtag challengers - TikTok, a good place for SMEs?</b> The benefits for business are multiple - you just need to have a clear vision of what they are and how to make them work for your brand. As one of the newest social media platforms, TikTok's user base is growing rapidly and it's quickly becoming a great opportunity for businesses to reach new, larger and international audiences. But is it suitable for everyone? <ul style="list-style-type: none"><li>• Demonstrating how you can engage with customers in completely new ways</li><li>• Telling your story: short form video content that packs a punch</li><li>• How can you fit TikTok into your current marketing strategy?</li></ul> Jay Richards, Co-Founder and Chief Executive Officer, <b>Imagen Insights</b>
14:25 - 15:10	<b>MASTER CLASS: Crowdfunding - how to decide if it's right for your business</b> Crowdfunding is rapidly gaining popularity as a way for start-ups to fund their businesses. It doesn't require winning over investors, it gains attention for your start-up before it's launched, and it helps you evaluate what kind of demand there is for your product. But is it for everyone? <ul style="list-style-type: none"><li>• How does crowdfunding work and do you have to pay it back?</li><li>• What are the risks?</li><li>• Characteristics of successful crowdfunding campaigns</li></ul> <b>Moderator:</b> <b>Roderick Beer</b> , Managing Director, <b>UK Business Angels Association (UKBAA)</b>   Louise Hill, Co-Founder and Chief Operating Officer, <b>gohenry</b>   Anthony Eskinazi, Founder and Chief Executive Officer, <b>JustPark</b>   James Balfour, Co-Founder and Chief Executive Officer, <b>1Rebel</b>   David Abrahamovitch, Founder and Chief Executive Officer, <b>Grind</b>

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WORKSHOP 1		WORKSHOP 2
<b>10.30</b>	<b>Website and app scoping - an interactive masterclass</b> Hamish Kerry, Marketing Manager, Arch Matthew O'Connor, Commercial Product Manager, Arch	<b>Digital marketing for SME growth</b> Debbie Rymer, CMO, Zymplify
<b>11.30</b>	<b>Creating value from your CSR programme</b> Simon Baker, Head of Fleet and Compliance, CitySprint	<b>Accelerating growth: from startup to scaleup</b> Josh Guthrie, Country Manager UK, Mollie   Paul Rogers, Managing Director, Vervaunt   Roland Horne, Founder & CEO, WatchHouse
<b>12.30</b>		<b>Utilising online marketplace eBay to expand your digital reach</b> Sarah Bryant, Director of SMBs, eBay   Berengere Chaintreau-Fuchscome, Head of Product Marketing UK, eBay
<b>13.30</b>		<b>A guide to intellectual property for creative practitioners</b> Emma Richards, Campaign Manager, IPO   Kelly Wren, Business Engagement Manager, IPO   Nicholas Chard, Business Engagement Manager, IPO



**ROUNDTABLES 09.45 & 13.15** Gallery / 1st floor

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**DECISION MAKING WITH DATA (9.45 ONLY)**

Empowering your data-driven decision making with Data Intelligence

Moderator: Sai Pavan Kumar Permulla, Privacy Solutions Engineer, **One Trust**

**PRODUCT POSITIONING**

How do you go about finding a product/market fit? When is the 'right' time to launch?

Moderator: Adel Sheikh, Director, **Pulse**

**START-UPS AND SCALE-UPS**

What are the biggest obstacles to growth? How do you overcome the barriers and unlock your full potential?

Moderator: Karen Licurse, Managing Director, **Digital Boost**

**FINANCE**

5 steps to bolster your finances

Moderator: Peter Udale, Director, **Responsible Finance**

**CARBON NEUTRALITY**

Steps for SMEs to achieve and fund carbon neutrality - carbon footprint, reduction, offsets and verification

Moderator: Gavin Miller, Principal Consultant, **Auditel**

**ESG, CSR AND D&I**

What do they mean and what is the difference between them? Why are they important and how will they affect your business in the future?

Moderator: Dan Ellis, People Director, Advisory, **Conciliation and Arbitration Service (Acas)**

**ACCESSING INVESTMENT**

Funding Options and Accessing Investment - EIS and SEIS explained

Moderator: Martin Fox, Managing Director, **Bulletin Marketing**  
 Jeremy Luzinda, Senior Associate, **Haatch Ventures**

