

Exhibiting - Standard



25-26 MAY 2022
OLYMPIA LONDON

25 WEDNESDAY
MAY

#SMEXPO



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



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>TALENT</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 & Olivia Goodey, Partnerships Manager, Multiverse</p>	<p>BUSINESS FUNDING</p> <p>Producing a successful start-up loan application - what to know before you apply.</p> <p>13:15 Moderator: Daniel Kkama, Senior Customer Service Advisor and Amy Ramsden, Delivery Manager - British Business Bank</p> <p>15:00 Moderator: George Brown, Delivery Manager and Kumba Sanyang, Customer Services Manager - British Business Bank</p>
<p>CROSS BORDER TRADE (13.15 ONLY)</p> <p>Exporting to African markets.</p> <p>Moderator: Bolaji Sofoluwe, Managing Director, ETK Group. EXPORT CHAMPION: Department of International Trade</p>	<p>ECOMMERCE</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, Fondy</p>
<p>SUSTAINABILITY</p> <p>Sustainability doesn't have to cost the Earth - 5 steps to take climate action now.</p> <p>Moderator: Charlie Kingsley, Georgia Trapp & Lucy Kirkup, Commercial Sustainability Managers, ClimatePartner.</p>	<p>SALES AND MARKETING</p> <p>Low-cost proven ways to grow traditional and digital marketing, and boost revenue</p> <p>Moderator: Matthew Elwell, Managing Director, Elite Closing Academy</p>
<p>EFFECTIVE ESG</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, Federation of Small Businesses (FSB) and Founder, Circled Up</p>	



26 THURSDAY
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10.30	Website and app scoping - an interactive masterclass Hamish Kerry, Marketing Manager, Arch Matthew O'Connor, Commercial Product Manager, Arch	Digital marketing for SME growth Debbie Rymer, CMO, Zymplify
11.30	Creating value from your CSR programme Simon Baker, Head of Fleet and Compliance, CitySprint	Accelerating growth: from startup to scaleup Josh Guthrie, Country Manager UK, Mollie Paul Rogers, Managing Director, Vervaunt Roland Horne, Founder & CEO, WatchHouse
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ARCH

CitySprint

ebay



ZYM
MARKETING. JUST BETTER.

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**

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)**

CARBON NEUTRALITY

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

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

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**

ACCESSING INVESTMENT

Funding Options and Accessing Investment - EIS and SEIS explained

Moderator: Christiana Stewart-Lockhart, Director General, **EISA**

acas working
for everyone

auditel

digitalboost

eisa
enterprise investment scheme association

OneTrust
PRIVACY. SECURITY & GOVERNANCE

Pulse

Responsible
Finance