

# the business excellence forum & awards

The International Conference Centre • Telford • 3rd - 5th April 2019

Connect • Inspire • Celebrate

The 7th Business Excellence Forum takes place on 4th & 5th of April 2019; designed to deliver the best, most effective and highest ROI business strategies. You and your team will leave with multiple actions to grow your business, start your business or create change within your workplace. Join us for two inspiring days of insights, camaraderie and inspiration.

Register now at [actioncoach.co.uk/befa](http://actioncoach.co.uk/befa)



Telford is the largest town in Shropshire, and one of the fastest-growing towns in the United Kingdom. Established between the 1960s and 1970s Telford is a relatively new town and a recent £50 million investment has modernised the city centre. On Telford's southern boundaries is the Ironbridge Gorge, a scenic tourist destination and UNESCO World Heritage Site which attracts approximately 1.3 million visitors a year.

## Wednesday 3rd April

6:30pm - 10:00pm Registration, Welcome Drinks and Food Festival

## Thursday 4th April

8:00am	Registration
8.30	Welcome & Introduction
8:40	Sir Clive Woodward
10:30	Morning Tea
11:00	Sir Clive Woodward
12:30pm	Lunch
13:45	Nicky Pattinson
15:00	Afternoon Tea
15:30	Damian Keyes
16:30	Finish
19:00	Pre Dinner Drinks
19:30	Business Excellence Awards Ceremony (Black Tie)

## Friday 5th April

9.15am	Welcome & Introduction
9.20	James Clear
10.50	Morning Tea
11.20	Jo Fairley
12:30pm	Lunch
13:45	Brad Sugars
15:15	Afternoon Tea
15:45	Steve Judge
16:30	Finish

Register at [actioncoach.co.uk/befa](http://actioncoach.co.uk/befa) or call 01284 701 648



## James Clear - 'Creating Success Through Habits'

Author of New York Times best-seller 'Atomic Habits', James believes the best way to change the world is in concentric circles: start with yourself and work your way out from there. His work draws from the worlds of science, art, psychology and philosophy to create powerful ways to develop better habits, make better decisions and live better lives.

## Sir Clive Woodward - 'Creating Winning Teams'

England's World Cup winning Rugby coach and Team GB's Director of Elite Performance for the 2008 and 2012 Olympics will deliver a thought provoking, engaging and entertaining session. Carefully crafted to inspire, motivate and challenge, Clive will blend practical tools with inspiring video insights from his career as a businessman, athlete and coach acting as a storied backdrop.



## Jo Fairley - 'World-Class Marketing & Branding'

One of the nation's leading entrepreneurs, Josephine Fairley is the creator of Green & Black's, a confectionary brand that has grown from a £20,000 start-up to a brand worth £100 million in less than 20 years. The UK's youngest ever magazine editor, author of The Beauty Bible and co-founder of her beloved chocolate empire, will share with you the brand-building and marketing secrets to take your business to the top.

## Brad Sugars - 'Business Growth Strategies'

ActionCOACH Founder and Chairman Brad Sugars is recognised as the world's number 1 business coach. His primary aim is to help business owners build great businesses which work without them, because being in business should give you more life. All of his business teaching is based on his own personal experience owning all or part of over 50 businesses in his 25+ years of experience running companies and investing.



## Steve Judge - 'Opportunity In Adversity'

Steve's uplifting, poignant and yet humorous performance will help you to realise your own goals and turn adversities into golden opportunities within your business, personal and social life. He will take you on an inspiring journey, following his commitment and achievements through rehabilitation from being told that he may never walk again to achieving world champion status in paratriathlon for Team GB.

## Nicky Pattinson - 'Selling & Communication'

Nicky is a leading authority on sales...motivation...what customers REALLY buy and how to get ANYONE to relate to you, love you and BUY from you FAST. She has helped thousands of business owners find a way to get from where they are to where they want to BE.



## Damian Keyes - 'Cutting Edge Social Media'

Damian founded The British Institute of Modern Music, which is now valued at over £50M. He's a serial entrepreneur on a mission to help you navigate through the changing landscape of social media, so you can engage more with your audience and further your brand.