Sir Richard Needham
International and Commercial Director

Sir Richard is responsible for developing Dyson’s manufacturing and open operation in Singapore, the UK and Far East. He is also Vice Chairman of NEC Europe, Chairman of Aston Rabbits and chairman of CADMUS, the global technology company that is commercialising the world’s first Commercial Residual Alcohol Fuel.

Prior to joining the Institute of Directors, Lynn Parkinson has over 20 years experience in sales and marketing of manufacturing technology and innovation in small and large scale manufacturing enterprises. She has delivered international experience in sales and marketing to companies in the aerospace, automotive, food and pharmaceutical industries. Lynn is passionate about building lasting customer relationships, as she has experience in both the public and private sectors. Lynn has held a number of roles in both the aerospace and manufacturing sector, including commercial director of a £10m company, and manager of the National Space Centre’s Advanced Manufacturing Programme.

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Andrew Burn
President, BPA Manufacturing

Andrew joined KPMG following a career in Investment banking, he heads the KPMG Operational Restructuring Practice in the North West. He has extensive experience of project management, cost reduction and cash flow management, in turnarounds, restructuring and reorganisation work at large scale manufacturing companies, including Coca Cola, 400, BMB, Coca Cola, Bacardi and Thomson. His most recent projects have included training companies to implement the best practices of the key changes required to respond to shifting competitive environments.

Stephen Adegoke
Head of Operations & Innovation, Rolls Royce

Dr Adegoke is a renowned lecturer in Operations and Innovation at Cranfield School of Management. His main research interests are innovation, supply chain management and leadership in innovation. He is widely published and has spoken at many international conferences. Prior to entering academia his industrial experience included project management of major engineering and oil and gas contracts. Dr Adegoke is a graduate of the National University of Nigeria and has been involved as chairman, director or adviser to more than 20 companies – from world giants such as GEC Plc to small start-ups.
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It's official: we are in recession and the pain and anxiety is being felt by many of you.

Doing nothing or more of the same just isn't enough, so the Northwest Regional Development Agency (NRDAA) have launched a series of Survive and Thrive events across the region to support businesses through the current economic climate. The Manufacturing Institute, working alongside the Chambers of Commerce across the North West, will take place in spring.

Throughout March, at three convenient locations across the region we’ll be staging a series of FREE hard-hitting breakfast workshops. These are designed to help you meet the most critical challenges facing your company head-on, and access the business support and opportunities on offer in the region.

Giants of industry such as Dyson’s Sir Richard Needham and John Elliott, MBE, Chairman of Ebac, will join the UK’s leading finance, marketing, economics and innovation experts, and many public and private sector organisations to provide practical business advice and highlight fresh opportunities and thinking.

We expect demand to be high, so we are allocating tickets to two per company. Bookings must be made for the full series, not just individual workshops, but you can register different people for the full series, not just individual workshops.

Weekend workshops

Shrinking market opportunities and challenging times call for new ideas and different ways of doing things. Speed to market is also critical in your sector to compete with your world class competitors. For many businesses this is a time of intense innovation. A time to ask ourselves: 'How do we innovate and sell in a downturn?'

Winning Through Innovation will provide case studies and workshops from key players, and explore the key questions needed to boost the odds of speedy success through innovation.

Topics include:

- Developing and implementing a downturn innovation strategy
- Innovation is the answer, but you need to work it out really well
- Discover the power of collaboration through networks
- Unlock funding for innovation
- Improve the speed of your R&D process
- Overcome those innovation blockers and learn how to source winning ideas
- Hear how to build a culture for innovation
- Learn how to harness innovation for competitive advantage

Register online at www.manufacturinginstitute.co.uk/survive or by phone on 0800 458 9585

Programme

Wednesday, 11 March
7.30am: Complimentary breakfast
8.00: Introduction by Simon Court, Assistant Regional Director, CBI
8.15: “The impact of the current economic conditions on manufacturing in the North West” - Andrew Burn, Director, KPMG Restructuring
8.45: Public funding opportunities – Sean McEwen, Development Manager, Business North West
9.15: “Small Business and the current economic climate” - John Elliott MBE, Chairman, Ebac
9.45: “Developing an appropriate downturn innovation strategy” - Dr Adegoke Oke, Associate Director for the Centre of Global Innovation, University of Salford
10.15: “Opportunities to visit business support ‘marketplace’
11.00: Close
It’s official: we are in recession and the pain and anxiety is being felt by many of you.

Doing nothing or more of the same just isn’t enough, so the Northwest Regional Development Agency (NRDA) has launched a series of survival and thrive events across the region to support businesses through the current economic climate.

The Manufacturing Institute working alongside Business Link Northwest, will deliver the first of these events throughout March, focusing on manufacturing. Subsequent events for all sectors – delivered by Business Link Northwest and the Chambers of Commerce North West – will take place in spring.

Throughout March, at these convenient locations around the region we’ll host a series of FREE hard-hitting breakfast workshops. These are designed to help you meet the most critical challenges facing your company head-on, and access the business support and opportunities on offer in the region.

Giants of industry such as Dyson’s Sir Richard Needham and John Elliott, MBE, Chairman of Ebac, will join the UK’s leading finance, marketing, economics and innovation experts, and many public and private sector organisations to provide practical business advice and highlight fresh opportunities and thinking.

We expect demand to be high, so are limiting places to two per company. Bookings must be made for the full series, not just individual workshops, but you can register different people for the full series, not just individual workshops.

Workshop One

Tues 3 March (Manchester) Weds 4 March (Lancashire) Thursday 5 March (Liverpool)

Leading through Uncertainty

How to guide your business and people through tough times

No matter what you are preparing for, the worldwide economic turmoil that threatens your survival and future growth, yet your workforce is prepared to take care of our business? This is the purpose. We begin The Manufacturers’ Survival Series with expert insights into how to use intelligence to your advantage, to guide your company along the rocky road of recession and achieve the best possible outcome for your business and people.

Programme

7.30am: Complimentary breakfast
8.00am: Introduction by Simon Oates, Assistant Regional Director, CBI
8.05am: Thinking strategically during adverse conditions – Martin Cusworth, Chief Economist, Eversheds
8.45am: Public funding opportunities – Sue Maloney, Development Manager, Business North West
9.30am: Negotiating with banks and commercial creditors – Andrew Morris, Business North West
10.15am: The view from the bank – speaker from Danske Bank
10.45am: Managing cash flow through countervailing credit risks and the economic climate
11.20am: Opportunity to visit business support ‘marketplace’
12.00: Close

Workshop Two

Tues 10 March (Manchester) Weds 11 March (Lancashire) Thursday 12 March (Liverpool)

Cash is King

How to boost your finances in a stressed environment

Keeping cash flowing through your business and accessing finance is the current headache for most manufacturers. We’re bringing together some of Britain’s best finance brains to help you prepare for and navigate the current difficult conditions.

Programme

7.30am: Complimentary breakfast
8.00am: Introduction by Simon Oates, Assistant Regional Director, CBI
8.05am: Thinking strategically during adverse conditions – Martin Cusworth, Chief Economist, Eversheds
8.45am: Public funding opportunities – Sue Maloney, Development Manager, Business North West
9.30am: Negotiating with banks and commercial creditors – Andrew Morris, Business North West
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10.45am: Managing cash flow through countervailing credit risks and the economic climate
11.20am: Opportunity to visit business support ‘marketplace’
12.00: Close

Workshop Three

Tues 17 March (Manchester) Weds 18 March (Lancashire) Thursday 19 March (Liverpool)

Customers and Markets

How to retain profitability and win more of it.

Domestic and global demand is shrinking and orders are dwindling, so we’re offering some expert advice on the best sales and marketing strategies to help you survive and secure a bigger slice of the smaller cake. How do you make your voice heard above your competitors’? Can you repackage or reposition your product to capitalise on the weak pound this winter? We’ll also bring you an inspirational talk on how you can beat your competitors to the winner’s post.

Programme

7.30am: Complimentary breakfast
8.00am: Competitive advantage – demonstration of your product to customers, competitors, the media and your local council – UK Trade and Investment, Business Link Northwest
8.05am: Thinking strategically during adverse conditions – Martin Cusworth, Chief Economist, Eversheds
8.45am: Public funding opportunities – Sue Maloney, Development Manager, Business North West
9.30am: Negotiating with banks and commercial creditors – Andrew Morris, Business North West
10.15am: The view from the bank – speaker from Danske Bank
10.45am: Managing cash flow through countervailing credit risks and the economic climate
11.20am: Opportunity to visit business support ‘marketplace’
12.00: Close

Workshop Four

Tues 24 March (Manchester) Weds 25 March (Lancashire) Friday 27 March (Liverpool)

Winning through Innovation

How to boost your odds of speedy success through innovation

Shrinking market opportunities and challenging times call for new ideas and different ways of doing things. Speed to market is also critical in making your company stand out from your competitors.

Programme

7.30am: Complimentary breakfast
8.00am: Developing a turnaround strategy – to compete successfully in a difficult world – Dr Adegoke Oke, Centre of Global Business and Innovation, University of Liverpool
8.10am: Thinking strategically during adverse conditions – Martin Cusworth, Chief Economist, Eversheds
8.45am: Public funding opportunities – Sue Maloney, Development Manager, Business North West
9.30am: Negotiating with banks and commercial creditors – Andrew Morris, Business North West
10.15am: The view from the bank – speaker from Danske Bank
10.45am: Managing cash flow through countervailing credit risks and the economic climate
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12.00: Close
### Keynote Speakers

**Sir Richard Needham**

International and Commercial Director

**Lynn Parkinson**

Chartered Director

**John Elliott MBE**

Founder and Chairman

**Andrew Burn**

 Yorkshire Manufacturing Institute

### Workshops

<table>
<thead>
<tr>
<th>Location</th>
<th>Workshop One (3-5 March)</th>
<th>Workshop Two (10-12 March)</th>
<th>Workshop Three (17-19 March)</th>
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<tbody>
<tr>
<td>Manchester</td>
<td>Leading through Innovation</td>
<td>Cash is King</td>
<td>Winning through Innovation</td>
</tr>
<tr>
<td>Lancashire</td>
<td>Leading through Uncertainty</td>
<td>Customers &amp; Markets</td>
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</table>

### Booking Request

Please note that this event is open to North West manufacturers only. Places are FREE but strictly limited. A maximum of 2 tickets allowed per company but different people can attend each workshop. Bookings are on a first come, first served basis and are not guaranteed unless confirmed by email from the Manufacturing Institute.

**Step 1**: How many company tickets do you require? (please tick)

- 1 ticket
- 2 tickets

**Step 2**: Which location do you wish to attend? (please tick)

- Manchester
- Lancashire
- Leeds
- York

### Additional Information

Prior to joining the Institute of Directors Lynn was an Executive Director at the World Bank overseeing the design and delivery of capacity building exercises in emerging markets. She has extensive experience of project management and organisational change and has worked in the public sector on securitisation and financial services in the UK, Central America and Africa. She has a deep understanding of the challenges of the chocolate industry, the European pharmaceutical sector and the nationalisation of banks in Eastern Europe.

Lynn has over 20 years experience in sales and marketing. Lynn’s extensive experience of sales and marketing in both small and large manufacturing enterprises. She has extensive international experience in sales and marketing and has spent most of her career in the Automotive industry and electronics. Lynn is passionate about building strong customer relationships in her sales and marketing role and has been successful in the healthcare, technology, consumer goods, electronics and automotive sectors. She is highly skilled at building relationships with key corporate clients.

Lynn has an MA in Management from York University and a BA (Hons) in Business Studies and Economics from the University of York.

### Step 1

**Please tick the box that applies to you.**

- I wish to receive information regarding other Manufacturing Institute programmes and activities, please tick here

**Please note this series is open to North West manufacturers only. Places are FREE but strictly limited. A maximum of 2 tickets allowed per company but different people can attend each workshop. Bookings are on a first come, first served basis and are not guaranteed unless confirmed by email from the Manufacturing Institute.

**Step 2**: How many company tickets do you require? (please tick)

- 1 ticket
- 2 tickets

**Step 3**: Which location do you wish to attend? (please tick)

- Manchester
- Lancashire
- Leeds
- York

**Step 4**: Please complete your details

- Name
- Position
- Company
- Address
- Email
- Phone

**Step 5**: Please fax back on 0161 877 3068 or book online at www.manufacturinginstitute.co.uk/survive
### Keynote Speakers

**Sir Richard Needham**  
International and Commercial Director  
**Graeme Leach**  
Professor of Operations and Policy  
**Andrew Burn**  
Director, YPP Manufacturing

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Prior to joining the Institute of Directors, Graeme was Economics Director for the Confederation of British Industry responsible for analysing key economic and social changes. In 1998, he was presented with the Chartered Institute of Marketing’s inaugural Corporate Marketing Award for managing the UK’s International Trade Week. He now teaches at Cranfield School of Management. His main research interests are innovation, supply chain management and leadership in innovation. He is widely published and has spoken at many international conferences. He has also contributed to several books and articles, including project management of site engineering and oil and gas construction projects with Shell Petroleum Development Company in Nigeria, and an Operations Analyst role for Allied Steel and Wire.

Andrew Burn is a visiting professor in the Management of Innovation, at Cranfield School of Management. His main research interests are management and innovation, innovation, supply chain management and leadership in innovation. He is widely published and has spoken at many international conferences. He has also contributed to several books and articles, including project management of site engineering and oil and gas construction projects with Shell Petroleum Development Company in Nigeria, and an Operations Analyst role for Allied Steel and Wire.

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### Workshop Schedule

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<tr>
<th>Workshop</th>
<th>Date</th>
<th>Location</th>
<th>Theme</th>
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<tbody>
<tr>
<td>Workshop One (3-5 March)</td>
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<td>Manchester</td>
<td>Leading through Uncertainty</td>
</tr>
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<td>Manchester</td>
<td>Customers &amp; Markets</td>
</tr>
<tr>
<td>Workshop Three (17-19 March)</td>
<td>5, 12, 19, 27 March</td>
<td>Lancashire</td>
<td>Winning through Innovation</td>
</tr>
<tr>
<td>Workshop Four (24-27 March)</td>
<td>12, 19, 26, 30 March</td>
<td>Merseyside</td>
<td>Partnership for Learning</td>
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**Workshop Three (17-19 March)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>Lynn Parkinson</td>
<td>Chairman</td>
<td><a href="mailto:Lynn.Parkinson@VPL.com">Lynn.Parkinson@VPL.com</a></td>
</tr>
<tr>
<td>Andrew Burn</td>
<td>Director</td>
<td><a href="mailto:Andrew.Burn@VPL.com">Andrew.Burn@VPL.com</a></td>
</tr>
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**Step 1:** How many company level do you require? (please tick)
- 1 ticket
- 2 tickets

**Step 2:** Which location do you wish to attend? (please tick)
- Manchester
- Lancashire
- Merseyside

**Step 3:** Who will be attending each workshop?

<table>
<thead>
<tr>
<th>First Attendee</th>
<th>Name</th>
<th>Position</th>
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<tr>
<th>Second Attendee</th>
<th>Name</th>
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**Step 4:** Please complete your details

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<th>Email Address</th>
</tr>
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<tbody>
<tr>
<td>Lynn Parkinson</td>
<td>Chairman</td>
<td><a href="mailto:Lynn.Parkinson@VPL.com">Lynn.Parkinson@VPL.com</a></td>
</tr>
<tr>
<td>Andrew Burn</td>
<td>Director</td>
<td><a href="mailto:Andrew.Burn@VPL.com">Andrew.Burn@VPL.com</a></td>
</tr>
</tbody>
</table>

**Step 5:** Please fax back on 0161 877 3004 or book online at www.manufacturinginstitute.co.uk/survive or by phone on 0800 458 9585

**Concessions:** If you are unable to attend please advise us as soon as possible so your place can be reallocated to another manufacturer. All locations are a 10 minute drive from Manchester Airport. Manufacturing Institute does not accept cancellations any later than 7 days prior to the workshop. Please call 0800 458 9585 if you require any further information and also please note that all bookings are subject to the terms and conditions under which we order space and are not guaranteed until confirmed by email from The Manufacturing Institute.