

# Manufacturers' SERIES Survive & Thrive

Essential Recession-beating help and advice to boost your competitiveness



## Assembly Areas

**The Manufacturing Institute, Manchester:** 3,10,17, 24 March (7.30am to 11.30am)  
**Myerscough College, Preston:** 4, 11, 18, 25 March (7.30am to 11.30am)  
**Partnership for Learning, Speke, Liverpool:** 5,12,19, 27 March (7.30am to 11.30am)

Workshop One (3-5 March)

Leading through Uncertainty

Workshop Two (10-12 March)

Cash is King

Workshop Three (17-19 March)

Customers and Markets

Workshop Four (24-27 March)

Winning through Innovation



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# Introduction

## The Manufacturers' Survive and Thrive Series

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 (NWDA) 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 Business Link Northwest, will deliver the first of these events throughout March, focusing on manufacturing. Subsequent events for all business sectors – delivered by Business Link Northwest and the Chambers of Commerce North West - will take place in spring.

Throughout March, at three convenient locations across the region we're 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 are limiting tickets to two per company. Bookings must be made for the full series, not just individual workshops, but you can register different people from your business to attend each week.

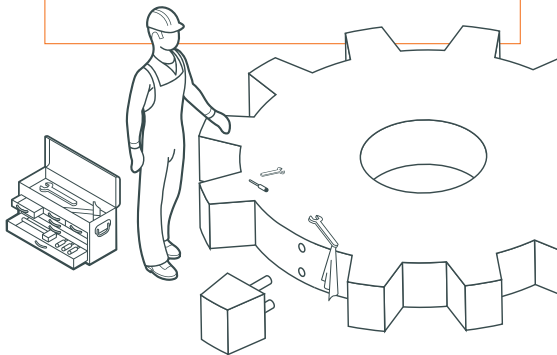


### Keynote speaker on strategy and leadership

Sir Richard Needham,  
International and Commercial Director,  
**Dyson**

### Don't skip this big breakfast series:

- Find winning strategies to survive and thrive through recession
- Position your business more competitively to take advantage of new opportunities
- Visit the support 'marketplace' where you can talk to North West business support agencies
- Access public sector funding and business support
- Gain inside knowledge from industry's high achievers
- Take away practical advice and winning strategies to build competitive advantage
- Hear from Britain's top marketing, sales, finance, economics and innovation experts
- Network with fellow manufacturers



# Workshops overview

One Series. Four Mornings. Hundreds of reasons to attend.

**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



Nothing will have prepared you for the worldwide economic turmoil that threatens your survival and future growth, yet your workforce is looking to you for leadership, firm direction and strength of purpose. We begin The Manufacturers' Survival Series with expert economic insights and winning strategies you can employ to guide your company along the rocky road of recession and achieve the best possible outcomes for your business and people.

- Understand current economic conditions and the likely impacts
- Discover the latest economic predictions
- Explore recession-beating strategies
- Consider waste reduction vs. cost reduction
- Explore alternatives to downsizing, including annualised hours
- Learn how to maintain an agile workforce with high morale
- Understand the employment law surrounding downsizing
- Find out about public funding and business support opportunities
- Benefit from the experiences of high achievers

### Programme

**7.30am:** Complimentary breakfast

**8.00:** Understanding the economic conditions – Graeme Leach, Chief Economist Institute of Directors

**8.45:** Developing a short to medium term strategy – Sir Richard Needham, International and Commercial Director, Dyson

**9.30:** Tea/coffee and networking

**10.00:** Maintaining an agile and motivated workforce – Sir Richard Needham

**10.25:** Alternatives to downsizing and understanding employment law – speaker from Eversheds

**10.45:** What business support and opportunities are available to you? – Manufacturing Advisory Service, National Skills Academy, Business Link Northwest, Northwest Regional Development Agency

**11.30:** 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 are the current twin headaches for most manufacturers. We're bringing together some of Britain's best financial brains to help you improve your liquidity, gain visibility and control of your cash and get your finances in better shape to weather the storm and capitalise on any upturn.

- Find out about public funding opportunities and how you can apply
- Consider opportunities for buying and selling in the current environment
- Gain a banker's inside view on the dos and don'ts of asking for money
- Develop a proactive approach to negotiating with banks and commercial creditors
- Find out how to access new government finance guarantee funds
- Learn strategies for reigning in debtors
- Communicate better on finances with key stakeholders
- Explore opportunities for cost reduction and tax credits
- Learn how to manage cash properly, not just by stretching creditors
- Develop business models to collect cash quicker and secure payment

### Programme

**7.30am:** Complimentary breakfast

**8.00:** Introduction by Simon Caunt, Assistant Regional Director, CBI

**8.20:** Potential opportunities in the current environment – Nicholas Dodd, Director, Corporate Finance, KPMG

**8.45:** Public funding opportunities – Sue Maloney, Development Manager – Finance for Business Team, Northwest Regional Development Agency; Business Link Northwest

**9.30:** Tea/coffee and networking

**10.00:** Negotiating with banks and commercial creditors – David Costley-Wood, Partner, KPMG

**10.20:** The view from the bank – speaker from Barclays Corporate

**10.45:** Managing cash flow and considering cost reduction – Andrew Burn, Director, KPMG Restructuring

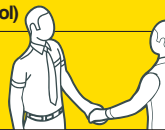
**11.30:** Opportunity to visit business support 'marketplace'

**12.00:** Close

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

# Customers and Markets

**How to retain profitable business 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 win orders fast and secure a big slice of the smaller cake. How do you make your voice heard above your competitors? How do you convert interest into deals and how do you capitalise on the weak pound to win international contracts?

- The who, what, how, where and why of marketing insights
- Learn strategies for customer profiling and retention
- Discover how to re-prioritise customer segments for improved profit
- Analyse your product portfolio and devise appropriate strategies
- Gain practical tips and techniques for winning sales in a downturn
- Find alternative routes to market
- Explore the strength of your brand identity opportunities
- Uncover lucrative export opportunities and find out how to enter new markets
- Learn how to win public sector tenders and identify regional, national and international opportunities

## Programme

**7.30am:** Complimentary breakfast

**8.00:** Competitive advantage - differentiation of your products and services - Lynn Parkinson, Course Director for the Chartered Institute of Marketing (CIM)

**8.45:** Relationship marketing - retaining and building on your customer base - Lynn Parkinson, CIM

**9.30:** Tea/coffee and networking

**10.00:** Leading a high performance sales strategy - Brian Dormand, Projects Director, Winning Pitch

**10.45:** What marketing support and opportunities are available to you - UK Trade and Investment, Business Link Northwest, London 2012

**11.30:** 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 beating your competitors to the winner's post. Dr Adegoke Oke, a world authority on innovation will talk you through the innovation life-cycle and the best approach for the downturn. We'll also bring you an inspirational case study and practical information on the initiatives, opportunities and support open to you.

- Develop and implement a downturn innovation strategy
- Hear how Ebac has diversified, yet retained the strength of its core business
- Discover the power of collaboration through Knowledge Partnerships
- Unlock funding for innovation
- Improve the speed of your NPD 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

## Programme

**7.30am:** Complimentary breakfast

**8.00:** Developing a downturn innovation strategy - Dr Adegoke Oke, Associate Director for the Centre of Global Management and Leadership, Arizona State University, USA

**8.45:** Implementing a downturn innovation strategy - Dr Adegoke Oke

**9.30:** Tea/coffee and networking

**10.00:** Making innovation happen - industry case study - John Elliott MBE, Chairman of Ebac


**10.45:** Funding for innovation - Knowledge to Innovate, Business Link Northwest, Enterprise Europe Network, Northwest Regional Development Agency

**11.30:** Opportunity to visit business support 'marketplace'

**12.00:** Close


# Keynote Speakers




	<p><b>Sir Richard Needham</b> International and Commercial Director</p>
	<p><b>Dyson</b> Week One   Leading through Uncertainty</p>

Sir Richard is responsible for developing Dyson's manufacturing and sales operations in Europe, the US and Far East. He is also Vice Chairman of NEC Europe, Chairman of Avon Rubber, and chairs Imperial College's DeltaDot company which introduced the world's most advanced DNA sequencer.

As a former Conservative MP he was Michael Heseltine's Deputy at the Department of Trade and Industry, where he was credited with reinvigorating Britain's export strategy and regenerating Northern Ireland's infrastructure and economic base. Since leaving politics he has been involved as chairman, director or adviser to more than 20 companies – from world giants such as GEC Plc to small start-ups.

	<p><b>Graeme Leach</b> Chief Economist and Director of Policy</p>
	<p><b>Institute of Directors</b> Week One   Leading through Uncertainty</p>

Prior to joining the Institute of Directors Graeme was Economics Director at the Henley Centre, responsible for analysing future economic and social change. In 1998 he was presented with the WPP Atticus Award for original published thinking in economics and in 2004 he was appointed Visiting Professor of Economic Policy at the University of Lincoln. Previously, he worked as an economic adviser to the Scottish Parliament Investment Group and as a Senior Economic Consultant with Pleda. He is a frequent media commentator and is in demand as a conference speaker worldwide.

	<p><b>John Elliott MBE</b> Founder and Chairman</p>
	<p><b>Ebac</b> Week Four   Winning through Innovation</p>


John Elliott is a leading innovator in the manufacturing field and built Ebac, his multi-million turnover company, from scratch - teaching himself engineering and building his first drying machine in his garden shed. Today the company is Europe's largest watercooler manufacturer, producing half of those machines used in the UK. Ebac's specialised refrigeration equipment is used for everything from military field hospitals to the London Underground. But John has spread the manufacturing base to include humidifiers, air conditioners, and even a luxury spa – recognising the rewards of diversification and innovation, but the importance of operating within the context of his core business. After more than 30 years he remains at the helm of the business, having steadfastly refused to transfer production overseas from his native North East.

	<p><b>Dr Adegoke Oke</b> Associate Director for the Centre of Global Management and Leadership</p>
	<p><b>Arizona State University, USA</b> Week Four   Winning through Innovation</p>

Dr Adegoke is a renowned lecturer in Operations and Innovation Management and is a visiting professor in the Management of Technology and Innovation at Tec de Monterrey, Mexico, and on the MBA programme at the University of Teknologi, Malaysia. Previously he was a Research Fellow in Innovation and Operations Management 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 projects with Shell Petroleum Development Company in Nigeria, and an Operations Analyst role for Allied Steel and Wire.

	<p><b>Lynn Parkinson</b> Course Director</p>
	<p><b>Chartered Institute of Marketing</b> Week Three   Customers and Markets</p>

Lynn Parkinson has over 20 years experience in sales and marketing. Lynn's expertise spans competitive advantage and relationship marketing in both small and large manufacturing enterprises. She has extensive international experience in central and eastern Europe and the Middle East. Lynn is passionate about building practical outcomes in all her sales and marketing training courses. Her corporate clients come from many different sectors and include Mars, Philip Morris, Coca-Cola, AVIS, IBM, Otis, Laporte and Thorn. Her most recent projects have involved training companies in the implications of the key changes required to respond to shifting competitive environments.

	<p><b>Andrew Burn</b> Director</p>
	<p><b>KPMG Restructuring</b> Week Two   Cash is King</p>

Andrew joined KPMG following a career in Investment banking, he heads the KPMG Operational Restructuring team in the North West. He has extensive experience of project management, cost reduction, cash management, early exit and stakeholder management. He has worked in the public sector on secondment as Turnaround Director to a Primary Healthcare Trust and in industry in food, retail, manufacturing and pharmaceutical sectors.

## Booking Request

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 until 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)

		Workshops				
✓	Location	Venue	Leading through Uncertainty	Cash is King	Customers & Markets	Winning through Innovation
<input type="checkbox"/>	Manchester	The Manufacturing Institute	Tuesday 3rd March	Tuesday 10th March	Tuesday 17th March	Tuesday 24th March
<input type="checkbox"/>	Lancashire	Mysercough College	Wednesday 4th March	Wednesday 11th March	Wednesday 18th March	Wednesday 25th March
<input type="checkbox"/>	Merseyside	Partnership for Learning	Thursday 5th March	Thursday 12th March	Thursday 19th March	Friday 27th March

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

		First Attendee		
Workshop	Name	Position	Email	
Leading through Uncertainty	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Cash is King	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Customers & Markets	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Winning through Innovation	<input type="text"/>	<input type="text"/>	<input type="text"/>	
		Second Attendee (if applicable)		
Workshop	Name	Position	Email	
Leading through Uncertainty	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Cash is King	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Customers & Markets	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Winning through Innovation	<input type="text"/>	<input type="text"/>	<input type="text"/>	

**Step 4** - Please complete your details

Name	Position
Company	Telephone
Address	
<input type="text"/>	
Email	Signature

**Step 5** - Please fax back on **0161 877 3094** or book online at [www.manufacturinginstitute.co.uk/survive](http://www.manufacturinginstitute.co.uk/survive) or by phone on **0800 458 9585**

**Cancellations:** if you are unable to attend please advise us as soon as possible so your place can be made available to other manufacturers. Substitutions can be made at any time. **Please note:** The Manufacturing Institute™ reserves the right to change the programme, speakers or venue and alter or cancel any published dates without liability. Data protection: The Manufacturing Institute does not and will not pass on, rent or sell any of the information that you provide to third parties. Any information you provide will be treated in strictest confidence and will be compliant with the relevant data protection laws. If you do not wish to receive information regarding other Manufacturing Institute programmes and activities, please tick here