

Lakeland Business Women's Conference  
 Opportunities and Attitudes, Growing in Challenging Times

**LBN Conference - Get Set and Grow Your Business**

Delegate Rate: LBN Members = £40, Non Members = £50

09:30 - 10:00	10:00 - 10:15	10:15 - 11:00	11:15 - 12:00	12:00 - 13:30
<b>Registration</b>	<b>Welcome from LBN</b>	<b>Sally Fielding from Sally Cottages</b>	<b>Helen Colley from Farmhouse Fayre</b>	<b>Lunch / Business Clinics / Networking</b>
Coffee and Networking	Explanation of the day	Taking us on her journey from idea to inception then right the way through to where her Award-winning business is now.	Helen runs another award winning company based in Cumbria, she tells us how she has achieved this and shares some of the challenges she has faced and overcome.	Book a business clinic with an industry professional who will be able to offer you advice and tips on how to overcome specific issues and point you in the right direction. Clinics include financial advice, marketing, social media, employment law, tax and PR

13.30 - 14.30	14.30 - 15.00	15:00 - 15:30	15:30 - 16:15	16:15 - 16:30
<b>Marketing Matters - Discussion and Industry Panel</b>	<b>Action and re-action in Business Planning</b>	<b>Coffee Break / Business Clinics (if required)</b>	<b>Speaker</b>	<b>Close</b>
From the basics and beyond - The essentials to marketing your business with insight from successful business marketers and industry professionals. There will be an Q+A style session where you can ask the experts. Zoe Dawes (compare), Plain Creative, Herdy, Ten Storeys High, Sallys Cottages.	A clear and focused business plan will help every business through good times and bad. In this session you will get an insight into how you develop a successful business plan, what you need to think about, consider, exclude and expect.			Overview of the day/questions/contacts