



ORKNEY BUSINESS FESTIVAL

10-12 MARCH 2020

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Workshops, bite-sized sessions, one-to-ones - giving businesses and budding businesses the opportunity to learn new things from great people sharing their expertise, and it won't cost you anything.

Join us for this year's Business Festival and access expert advice on a range of topics including innovation, entrepreneurship, workforce and skills, exporting, sustainability, finance, digital, strategy and networking.

Come away with loads of practical advice, information and tips – even small changes can create big results. You are welcome to come along to any or every session, whatever stage your business is at.

Bookings can be made at Eventbrite: <https://obf2020.eventbrite.co.uk> or by calling Business Gateway on **01856 886666**

All events at the Pickaquoy Centre unless otherwise specified.

TUESDAY 10 MARCH

1015-1100 — Grainayre Room

How to be seen from space

Delivered by: Louise Darnley, Dynam Branding and Marketing Agency

Marketing, branding and beyond

This session will explore how focusing on the right marketing strategy for your brand could take your business to heights you never thought possible.

1105-1150 — Grainayre Room

How do you put a giraffe in a fridge?

Delivered by: Gavin Oattes, Tree of Knowledge

Inspirational - Mind-blowing - Hilarious - Barn-storming

Just a few of the words used by clients to describe Gavin Oattes and his unique ability to entertain, enlighten and educate an audience.

Over the past decade, Gavin has worked with literally hundreds of thousands of people and is now regarded as one of the most talented and sought-after speakers in the UK.

We're delighted to welcome Gavin to Orkney for the first time - he will challenge your thinking by transporting you back to when you were 5 years of age, a time when we feared nothing and embraced everything.

1155-1240 — Grainayre Room

Cash is king - getting your finances in order

Delivered by: Calvin Cooper, CRC Accountancy

'If only I'd realised earlier!'

Mastering cashflow is an issue for many businesses. Calvin will be giving great advice and tips to help put you in a power position over your cashflow – ultimately freeing up time and reducing stress down the line, rather than firefighting when things get unexpectedly tight (which happens in good times as well as bad).

1245-1400 — St Magnus Suite

Business Festival meet 'n' eat

It's lunchtime!

Come along to this informal networking opportunity over a casual buffet lunch, to chat with others in the same boat as you, as well as the day's speakers. People from Business Gateway, HIE and OIC will

also be there, but there will be no speeches or presentations, just relaxed discussions that are a perfect way for us all to learn about each other, make useful connections, share experiences and ideas, and even help each other out.

1400-1600 — Pool Gallery

1-2-1 drop-in

Drop in for a quick 1-2-1 chat with one or more of today's speakers and other local advisers, including:

Louise Darnley, Calvin Cooper, Royal Bank of Scotland, Business Gateway, Highlands & Islands Enterprise, OIC's Economic Development staff.

1400-1600 — Grainayre Room

Does social enterprise mean business?

Delivered by: Strong Communities Delivery Group

Over coffee and a cupcake hear from three organisations who believe that social enterprise really does mean business.

Join us in conversation with Deerness Community Association, Orkney Creative Hub and Papay Development Trust to hear about their experiences of developing enterprising activity.

WEDNESDAY 11 MARCH

0930-1015 — Grainayre Room

How social media is influencing buyer decisions

Delivered by: Rene Looper, Tuminds

Customer buying behaviour has changed. Social media is a major contributor to this. Is your business geared up?

Are you communicating with your (potential) customers online or is that something you leave to your competitors? Rene will guide you through the opportunities offered by the various social media platforms, to find and engage with your potential customers and turn them into paying customers and ambassadors for your brand. Knowing where your customers 'hang out' online is a critical success factor to the growth of your business.

1020-1105 — Grainayre Room

Where are you going and what are you doing?

Delivered by: David Wilkinson, Inspired Leaders

Fit for business: train your strategic muscles

Missions, visions, actions, intentions, but do you have a real strategic approach to business? All businesses - big, small or tiny - must have a strategy. Making decisions about what you will and won't do with the resources, money and time available to you is critical. What should your strategy be? What should you focus on? How will it make a difference? David will demystify business strategy – it's simpler than you think!

1110-1155 — Grainayre Room

Brexit/exporting – it's a small world

Delivered by: Sarah Maltman, Local Export Partnership

It's a small world out there

Why think local when the world is at your feet? It may surprise people how many local businesses are already trading globally.

Sarah works with businesses in Orkney and across the Highlands and Islands. She's perfectly placed to gently introduce you what's involved in selling further afield.

1200-1245 — Grainayre Room

Modern employment practices and the Orkney labour market

Delivered by: Claire Sim, Skills Development Scotland and Rachel Scarth, DYW Orkney

Recruiting and retaining staff

Currently a problem for many local businesses. Claire and Rachel will help you better understand the local labour market and provide tips for helping ensure you have the skills you need for your business to survive and thrive.

1250-1400 — St Magnus Suite

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Format as yesterday

1400-1600 — Pool Gallery

1-2-1 drop-in

Drop in for a quick 1-2-1 chat with one or more of today's speakers and other local advisers, including:

Rene Looper, David Wilkinson, Sarah Maltman, Rachel Scarth, Royal Bank of Scotland, Business Gateway, Highlands & Islands Enterprise, OIC's Economic Development staff

1400-1600 — Grainayre Room

Renewables and Sustainability Workshop

Delivered by: Orkney Renewable Energy Forum with EMEC and Aquatera

Orkney leads the world in wave and tidal energy demonstration, the development of a hydrogen economy, and energy systems integration.

Find out more about the Orkney energy revolution:

- Orkney's renewables legacy and its integration into Orkney PLC
- The pioneering ReFLEX project and how you or your business can get involved
- Overview of hydrogen progress and future opportunities
- Case studies from local businesses benefitting from renewables and sustainability

THURSDAY 12 MARCH

1000-1600 — St Magnus Centre, Palace Rd

New Business Essentials workshop

Delivered by: Ray Knox for Business Gateway

Starting a business from scratch calls for versatility. While you will learn-by-doing, what can you do to limit a 'baptism of fire'? What can you do to acquire or brush up on the skills you'll need in advance?

Whatever business you dream of starting we can help! Our experienced business trainer will teach you the nuts and bolts of starting and running a successful business.

- This workshop is a great place to start as it's specially designed for anyone who is thinking of setting up, or who has recently set up a small business.

