

# Your guide

The event takes place in both KPMG and HSBC on multiple floors. This guide will help you plan your day.

	10am	11am	12pm
<b>Be inspired on the keynote stage</b> KPMG Building Ground floor: presentation suite	<b>Welcome</b> 10.00am-10.10am – Emma Jones, founder, Enterprise Nation – Bivek Sharma, partner and head of small business accounting, KPMG	<b>How I built one of Facebook's biggest success stories</b> 10.10am-10.40am Rikke Rosenlund, Founder, Borrowmydoggy.com	<b>Building a brand</b> 10.40am-11.10am Hear from a panel of entrepreneurs and experts on how to build a brand on a budget: – Sara Trechman, founder, Well & Truly – Andy George, co-founder, Hearts & Minds branding agency – Gemma Clarke, chief marketing officer, Tangle Teezer – Shelley Lawson, founder, Frog Bikes
<b>Show me the money</b> HSBC Building Floor 6: conference room		<b>Space to work, cook and create</b> 11.10am-11.30am Space makers outline space solutions for starting and growing your business – Olly Olsen, founder, The Office Group – Andrew Needham, CEO, Headbox – Charlie Jones, founder, Kitchup – Becky Jones, partnerships, Appear Here	<b>Get tossed</b> 11.30am-12.00pm Meet Tossed founder, Vincent Mckevitt, to hear how he's rapidly building a high street powerhouse
<b>Learn the business essentials</b> KPMG Building Floor 1: room 1.20		<b>How to build a business plan and pitch deck</b> 11.00am-11.45am Richard Fifield, partner, Realise Capital Partners	<b>How we raised funds</b> 12.00pm-12.30pm – Lana Elie, founder, Floom.com – Crowdfunder – Iwoca – Olly Bolton & Tom, Procter, What A Melon – Transmit Start-up
<b>Start me up: Food, fashion and handmade businesses</b> KPMG Building Floor 8: cascade staircase	<b>Mindful Sales: How to sell without being salesy</b> 10.00am-10.45am Anis Qizilbash, founder, Mindful Sales	<b>How to carry out market research</b> 11.00am-11.45am	<b>Registering a company and protecting IP</b> 12.00pm-12.30pm Companies house IPO
<b>Let's get social with Facebook and Instagram takeover</b> KPMG Building Floor 13: conference room	<b>How to grow your business on Facebook</b> 10.00am-10.30am	<b>How to start a food business</b> 11.00am-11.45am Simon Lacey, Grocery Accelerators Nimisha Raja, founder, Nims Fruit crisps Tara Mei, founder, Kitchen Table Projects	
<b>Make me famous</b> KPMG Building Floor 13: room: 13.3	<b>How to grow your business on Facebook</b> 10.45am-11.15am	<b>How to grow your business on Instagram</b> 11.30am-12.00am	
<b>Go and Grow online with 123 Reg</b> KPMG Building Floor 11: cascade staircase	<b>How to write an effective press release</b> 10.30am-11.15am Amanda Ruiz, PR expert	<b>7 essential steps in SEO</b> 11.00am-11.45am Roxana Stingu, senior SEO specialist, 123 reg	<b>The Dragons' Den experience: PR or fund raising exercise?</b> 11.30am-12.15pm Jennifer Duthie, founder, Skribbies Dean Tempest, founder, Linkee
<b>Go and Grow online with Microsoft</b> KPMG Building Floor 13, Ucollaborate: room 3	<b>Browsers to buyers</b> 10.00am-10.45am Nick Leech, marketing director, 123 reg	<b>How to come up with good content ideas for your social media</b> 11.45am-12.30pm Matthew Butterfield, digital marketing specialist, 123 reg	
<b>Build a brand</b> KPMG Building Floor 13, Ucollaborate: room 4	<b>Simple steps to getting your business online</b> 10.00am-10.45am	<b>How to be more than just 'another app in the store'</b> 11.00am-11.45am	
<b>Go Global</b> HSBC Building Floor 6, meeting room	<b>What is a brand?</b> 10.30am-11.15am Chris Donnelly, Verb Brands	<b>How I took my business global</b> 11.00am-11.45am Jackie Ma, founder, Good Ordering Jamie McCloskey, co-founder, Love Corn Tim Williams, founder, YR Store	
<b>Go freelance</b> HSBC Building Floor 6, meeting room	<b>Name and logo sorted</b> 11.30am-12.15pm Andy George, creative director, hearts and minds		
	<b>How to start out as a freelancer</b> 10.00am-10.45am IPSE		

12:30PM BREAK FOR LUNCH



## Inspired by today? Ready to get going?

We're here to help you get your business started. Join Enterprise Nation as a member and get access to unparalleled support, benefits and discounts to turn your idea into a reality, all for **only £4 a month**. Plus you'll **get 25% off over 200 events a year**, just like StartUp 2017!

Visit [www.enterprisenation.com](http://www.enterprisenation.com) and click **'Become a Member'** to find out more and start your journey towards entrepreneurship today.

## PLUS VISIT THESE ZONES

### Grab a coffee and visit the exhibition

#### KPMG Building

Floor 13, Winter garden

### Get one to one advice on your business

#### KPMG Building

Floor 1 and 13: meeting rooms

### Build a franchise business

#### HSBC Building

Floor 6

	2pm	3pm	4pm
<b>Be inspired on the keynote stage</b> <b>KPMG Building</b> Ground floor: presentation suite	<b>Joining the dots</b> <b>2.00pm-2.30pm</b> Hear how Pip Jamieson started The dots which has fast become the UK's most visited creative platform	<b>From idea to global fashion icon</b> <b>2.30pm-3.00pm</b> James Gold, Skinny Dip London	<b>Getting the right support from the start</b> <b>3.00pm-3.30pm</b> – Jazz Gazkhal, Direct Line for Business – HSBC – KPMG – Raj Shah, ICAEW – Nick Leech, 123 Reg
<b>Show me the money</b> <b>HSBC Building</b> Floor 6: conference room	<b>Raising angel investment</b> <b>2.00pm-2.45pm</b> Mark Brownbridge, EIS Association Andy Yates, angel investor Dylan Collins, venture partner, Hoxton Ventures		<b>Show me the money with bank and trade finance</b> <b>3.00pm-3.45pm</b> HSBC
<b>Learn the business essentials</b> <b>KPMG Building</b> Floor 1: room 1.20	<b>Getting insured: What's the package that's right for you?</b> <b>2.00pm-2.45pm</b> Jane Guaschi, Direct Line for Business		<b>Legal eagles: Source legal documents on a start-up budget</b> <b>3.00pm-3.45pm</b> ClickDocs
<b>Start me up: Food, fashion and handmade businesses</b> <b>KPMG Building</b> Floor 8: cascade staircase	<b>How to start a fashion and jewellery business</b> <b>2.00pm-2.45pm</b> Alison Lewy, founder, Fashion Angel Rich Hurtle, founder, Rich Insight Constanza Di Gennaro, CCO, Wolf and Badger		<b>How to start a handmade business</b> <b>3.00pm-3.45pm</b> John Pearce, founder, CEO, Made in Britain Patricia Van Den Akker, founder Design Trust Sophie Slade, buyer, Cass Art
<b>Let's get social with Facebook and Instagram takeover</b> <b>KPMG Building</b> Floor 13: conference room	<b>How to grow your business on Instagram</b> <b>2.00pm-2.30pm</b>	<b>How to grow your business on Instagram</b> <b>2.45pm-3.15pm</b>	<b>How to grow your business on Facebook</b> <b>3.30pm-4.00pm</b>
<b>Make me famous</b> <b>KPMG Building</b> Floor 13: room: 13.3	<b>Get noticed by bloggers</b> <b>2.00pm-2.45pm</b> Natasha Courtenay-Smith		
<b>Go and Grow online with 123 Reg</b> <b>KPMG Building</b> Floor 11: cascade staircase	<b>Digital marketing troubleshoot session</b> <b>2.00pm-2.30pm</b> Digital clinic (open to all)	<b>Learn how crowdfunding works, £10,00 up for grabs</b> <b>2.30pm-3.00pm</b> Crowdfunder	<b>How to be a blogging pro</b> <b>3.00pm-3.45pm</b> Natasha Courtenay Smith
<b>Go and Grow online with Microsoft</b> <b>KPMG Building</b> Floor 13, Ucollaborate: room 3	<b>Tools to compete with the 'big players'</b> <b>2.00pm-2.45pm</b>		<b>Making sense of all that information</b> <b>3.00pm-3.45pm</b>
<b>Build a brand</b> <b>KPMG Building</b> Floor 13, Ucollaborate: room 4	<b>How to source the right images for your brand</b> <b>2.00pm-2.45pm</b> Rebecca Swift, director of creative planning, Getty Images		<b>How to deliver a visual brand online</b> <b>3.00pm-3.45pm</b> Michael Murdoch, founder, The House London
<b>Go Global</b> <b>HSBC Building</b> Floor 6, meeting room	<b>How I took my business global</b> <b>2.00pm-2.45pm</b> Liesel Corps, founder, Magic Mirror UK Ricky Kothari, co-founder, T-sticks Victoria Cramsie, director, Paperboy Wallpaper		
<b>Go freelance</b> <b>HSBC Building</b> Floor 6, meeting room			<b>How to start out as a freelancer</b> <b>3pm-3.45pm</b> IPSE