

EVENT SCHEDULE

NOT ON THE HIGH STREET.COM

make.
do & meet

2013

MAIN HALL

9.30AM
10AM
10.30AM
11AM
11.30AM
12PM
12.30PM
1PM
1.30PM
2PM
2.30PM
3PM
3.30PM
4PM

**9.30AM
DOORS OPEN**
Arrival and registration

**10.30-10.50AM
WELCOME & Q&A**
Holly Tucker and Sophie Cornish

**11.00-11.40AM
GENERATING CREATIVITY**
Michael Atavar

**11.50-12.30PM
PUTTING THE HEART BACK
INTO YOUR BUSINESS**
Rasheed Ogunlaru

**12.40-1.20PM
CONNECTING WITH
THE FEMALE CUSTOMER**
Pretty Little Head

**2.00-2.45PM
THE MAKE AWARDS
2013 CEREMONY**

3.45PM CLOSE

THE WORKSHOP

PLACES
ARE
LIMITED

**11.00-11.30AM
HOW TO BUILD A
FINANCIAL DASHBOARD**
Paul Grant

**11.45-12.15PM
PARTNER PANEL:
HOW I DID IT**

**12.40-1.10PM
REFRESHINGLY SIMPLE SMALL
BUSINESS ACCOUNTING**
Emily Coltman

**1.25-1.55PM
WHEN TO QUIT YOUR DAY JOB**
Rasheed Ogunlaru and Paul Grant

**3.00-3.30PM
STOREFRONT SUCCESS:
30 MINUTE CHALLENGE**
Jenny Hyde

3.45PM CLOSE

BUSINESS PLANNING

ALL DAY

CHRISTMAS PLANNING
It's coming – start planning today
for the biggest sales opportunity
of the year

ACCOUNT MANAGEMENT
One to one sessions with
the Partner team

BUSINESS SERVICES
Experts are on hand to
help you with your photography,
accounting and more

PRODUCT DEVELOPMENT
Talk to the team about your
product ideas

CUSTOMER INSIGHT
Learn more about who is buying
your products

SEO ADVICE
Our in-house experts answer
your questions

CMS TESTING
Give us your feedback

3.45PM CLOSE

RESTAURANT

**9.30AM
TEA & COFFEE**

**ALL DAY
LEAVE YOUR FEEDBACK**
Share your thoughts

**12.00-2.00PM
LUNCH AVAILABLE**
Choose from a selection of delicious
lunch options (and, of course, cake)

**2.45-3.30PM
TOAST EACH OTHER**
With a farewell glass of fizz

3.45PM CLOSE

9.30AM
10AM
10.30AM
11AM
11.30AM
12PM
12.30PM
1PM
1.30PM
2PM
2.30PM
3PM
3.30PM
4PM

EVENT FLOOR PLAN OVERLEAF →

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2013

REGISTRATION

Doors open at 9.30am, please arrive via the main entrance on Bow Street. Register and collect your name badge and goody bag before making your way upstairs.

GETTING THERE

Royal Opera House, Bow Street,
Covent Garden, London WC2E 9DD

Covent Garden on the Piccadilly Line is the closest tube station. Please note that there is no parking at the Royal Opera House.

The nearest NCP car parks are five minutes' walk away at Drury Lane and Shelton Street. There is a drop-off point outside the Bow Street entrance.

REFRESHMENTS

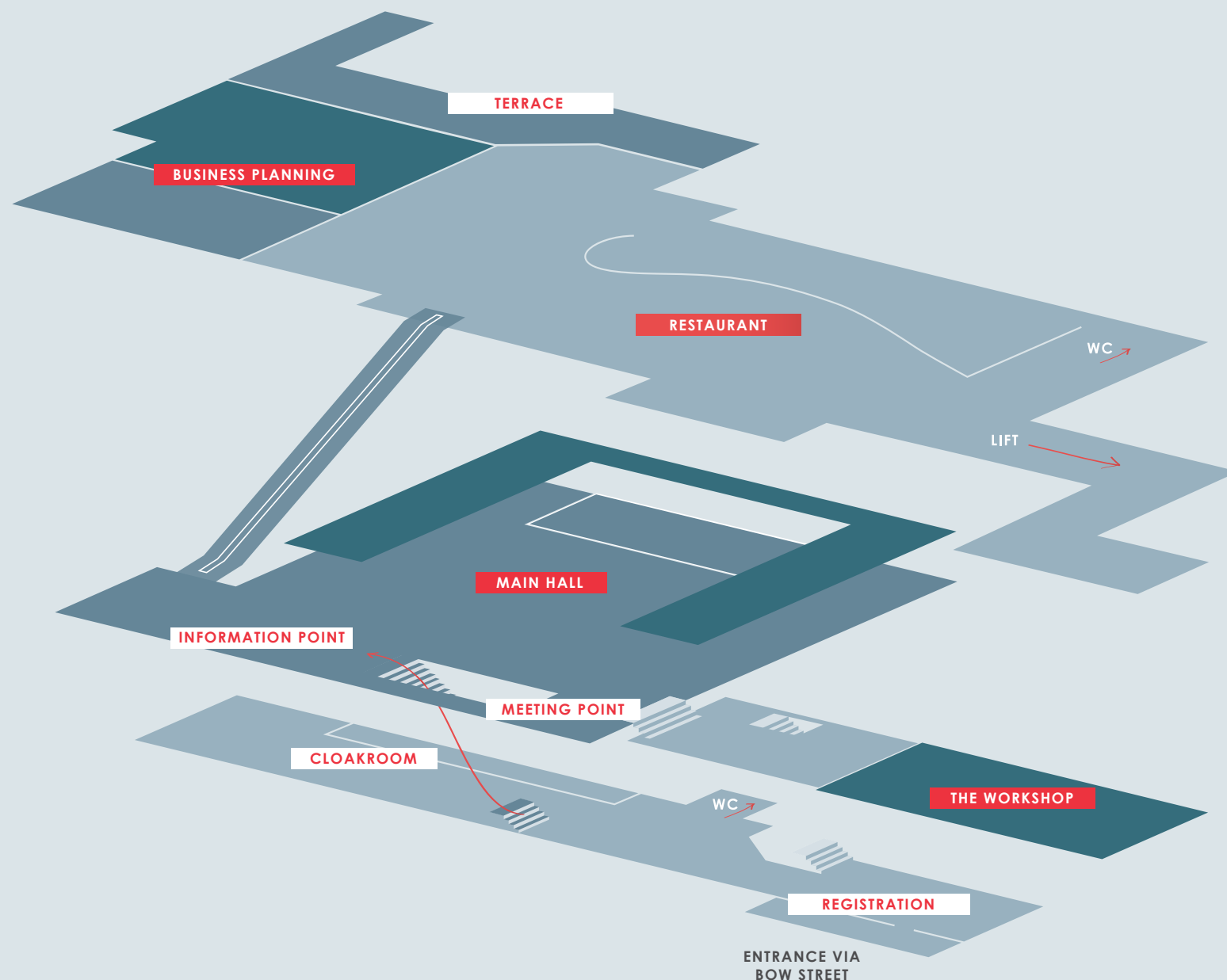
Lunch will be available between 12-2pm, you'll find a lunch token in your goody bag.

Refreshments can be purchased throughout the day.

MEETING POINT

There is a designated meeting point at the back of the Main Hall, so you can arrange to meet up with fellow Partners here.

EVENT FLOOR PLAN



SPEAKERS AND WORKSHOP LEADERS

**MAIN HALL 11.00-11.40AM**
GENERATING CREATIVITY

Michael Atavar

Michael Atavar is an artist and creative consultant, with a practice that mixes art, business and psychology. He will be drawing on his latest book '12 Rules Of Creativity' in order to demonstrate some basic principles that will help you push through creative blocks and release your own innate potential.

MAIN HALL 11.50-12.30PM**PUTTING THE HEART BACK INTO YOUR BUSINESS**

Rasheed Ogunlaru

Rasheed Ogunlaru is a leading life and business coach and author of Soul Trader. He will be giving an empowering talk that will help you to follow your heart and build a business in balance with your life. This session will introduce a seven step guide to boosting your business success and will provide tips on selling without selling out.

**MAIN HALL 12.40-1.20PM****CONNECTING WITH THE FEMALE CUSTOMER**

Pretty Little Head

Jane Cunningham and Philippa Roberts are co-founders of Pretty Little Head, a leading, female-focused marketing consultancy. They'll share their extensive insight into the mind of the female consumer, including how and why she likes to shop and what she expects from her shopping experiences.

**WORKSHOP 11.00-11.30AM****HOW TO BUILD A FINANCIAL DASHBOARD**

Paul Grant

Paul Grant is a financial expert, angel investor and entrepreneur. He'll be using his experience to help you strip down confusing accounting processes to create a simple financial dashboard that can guide your company's health. You'll come away with the confidence and tools to make better business decisions, based on better data.

**WORKSHOP 11.45-12.15PM****HOW I DID IT**

Partner panel

Have you ever wondered what our biggest Partners struggle with, or how they came to be successful? Three of our best-selling Partners share their stories, tips and advice on how to run a small creative business and how they made the leap from start-up to full-scale enterprise.

WORKSHOP 12.40-1.10PM**REFRESHINGLY SIMPLE SMALL BUSINESS ACCOUNTING**

Emily Coltman, FreeAgent

This session aims to give you the confidence to get to grips with accounting on a day-to-day basis. Emily is a highly experienced chartered accountant who has spent twelve years helping small business owners to overcome their natural fear of the taxman and 'the numbers'.

**WORKSHOP 1.25-1.55PM****WHEN TO QUIT YOUR DAY JOB**

Expert panel

Rasheed Ogunlaru and Paul Grant are pooling their wisdom to help you answer one of the hardest questions a small kitchen-table business can face. This session will be a panel discussion and Q&A, led by Jenny Hyde, that will give you some insight and questions to consider when thinking about whether or not to go full-time with your business.

WORKSHOP 3.00-3.30PM**STOREFRONT SUCCESS: 30 MINUTE CHALLENGE**

Jenny Hyde

Our very own Partner Communications Manager and storefront expert, Jenny, will be building on the success of the 3 week challenge e-courses by hosting a one-off live session. You'll leave with practical tips and advice on how to improve sales on your notonthehighstreet.com storefront, as well as learning how to critique your product pages and offering.

