



***How do you and your staff  
get access to 18 FREE  
business training sessions?***

**Attend the  
Better people  
Better business } Exhibition**

9.00am – 5.30pm  
Thursday 20 October 2005  
Sandown Park, Esher



# Your choice of **FREE** training for you and your staff

## 18 FREE seminars to choose from

**A full day of FREE business support, advice and training ...  
book your free places today**

We have put together a programme of inspirational seminars and workshops dealing with today's key business issues. This is your chance to participate in training led by some of the UK's top trainers, completely free of charge. All seminars last for 45 minutes.

- 1 Work smarter not harder**  
A practical approach to working smarter by improving your time management, reducing stress and learning to delegate, so that you can achieve more and be less stressed!  
**9.00am**
- 2 The Apprentice – What does Alan Sugar know that you don't?**  
Tap into the most productive workforce – learn how young people give you the opportunity to attract the right skills into your business straight away. Attend this seminar to find out how you can gain access to a highly motivated workforce.  
**9.15am**
- 3 Staying on the right side of the Health & Safety law**  
Understand the current legal requirements together with the principles of accident prevention.  
**9.15am**
- 4 The secrets to your company's success**  
This seminar uncovers the whys and wherefores of success and the importance of ensuring you and your workers are motivated to follow the same vision.  
**10.30am**
- 5 "I don't want to be here!" – Where do we go from there?**  
This seminar will highlight how coaching and mentoring can dramatically improve the performance of your staff. Enhance morale, motivation and productivity and reduce staff turnover as individuals feel valued and appreciated.  
**10.30am**
- 6 The Weakest Link – How skilled is your team?**  
Upskill your employees: From literacy to numeracy, to communicating with confidence. This seminar will provide solutions on how to ensure your staff are equipped with the right skills for the job.  
**10.45am**
- 7 What's holding you back?**  
This seminar looks at how to develop and apply effective leadership skills, align personal and corporate goals and develop measures that deliver the most profitable performance from your people.  
**12.00pm**
- 8 Finding and nurturing the very best talent**  
Effective advice on how to nurture the best, whilst not alienating the rest.  
**12.00pm**
- 9 Richard Branson or Genghis Khan? Which leader are you?**  
Become an even better leader – learn new ways of managing your team and create more success in your organisation.  
**12.15pm**
- 10 Body coaching**  
A new quick and memorable method for remembering the essential questions to help someone achieve higher performance. This is fun and visual and is the basis of the training that all Virgin Atlantic's onboard crew managers undergo.  
**1.30pm**
- 11 7 things you need to know about recruiting and retaining the best staff**  
Recruiting and retaining the right staff is essential for your business to grow and prosper – learn how to recruit and keep the best staff in just one hour.  
**1.30pm**
- 12 Maximise the performance of your sales people**  
Generating new business through your workforce.  
**1.45pm**
- 13 Business planning is not just about numbers and forecasts**  
Discover how to maximise the impact of your workforce on your bottom line.  
**3.00pm**
- 14 How not to waste money on training your staff!**  
Learn how to ensure that the money you spend on training your staff becomes an invested interest by simple evaluation techniques.  
**3.00pm**
- 15 Creating customer excellence**  
Get your customers to be roaming ambassadors, by leading your team to exceptional customer service. This seminar will show you how!  
**3.15pm**
- 16 Selling without leaving your desk**  
Ensure your staff have the most effective skills to turn hot leads into new business.  
**4.30pm**
- 17 How to avoid getting sued!**  
Employment law – the cost of getting it wrong, the benefits of getting it right.  
**4.30pm**
- 18 Marketing skills for the non-marketeers**  
Cost effective marketing skills for owners of small and medium sized businesses.  
**4.30pm**

## FREE One-to-one business advice clinics

Running throughout the day will be a series of confidential one-to-one business advice clinics. Support will be available on people issues, general business issues and personal career guidance. Your one-to-one session with a business expert is a valuable opportunity to gain advice on training and business development to guarantee success for you and your company.

# 100s of ideas to help your business grow

## 6 reasons why you should attend

- 1 18 FREE staff development and business skills workshops** – A full day of high energy workshops and seminars to provide taster sessions and introductions to a range of training and business development areas.
- 2 Attend 2 inspirational masterclasses** – The day will include two motivational sessions by some of the UK's leading experts called Effective Leadership and Breakthrough to Performance. Please call 020 7700 0008 for more information.
- 3 Face to Face Advice Clinics** – Running throughout the day will be a series of confidential one-to-one business advice clinics where you can discuss training needs and business development with a range of business experts. Tick the box below to book your 20 minute clinic.
- 4 Meet over 50 top trainers and advisers** – Better People Better Business is an exhibition of over 50 of the region's top training and business advice specialists and service providers. Attendance will give you direct access to these specialists and ensure you come away with numerous new ideas on how to fully realise the potential of your staff and indeed your business.
- 5 Business contacts & networking** – With 1,000 business people expected to attend you are guaranteed to find valuable new business contacts.
- 6 Advertise your business for free!** – Use the special networking noticeboard and the free networking area to make contact with hundreds of local businesses.

### BOOK YOUR FREE PLACES TODAY

Yes I would like to attend the event.  
Please send me \_\_\_\_\_ complimentary delegate badges.

#### Please complete all details

Company Name

Have you been trading less than 12 months?

Yes  No

If no, when did you start trading?

Year  Month

No. of Employees:

Turnover

Nature of Business:

Name 1 (Mr/Mrs/Miss)

Name 2 (Mr/Mrs/Miss)

Position

Position

Address



Postcode

Tel:

Fax:

E-mail:

Please book the following free workshop places for me:  
(Please indicate number of places and allow 1 hour for each seminar)

1	<input type="text"/>	10	<input type="text"/>
2	<input type="text"/>	11	<input type="text"/>
3	<input type="text"/>	12	<input type="text"/>
4	<input type="text"/>	13	<input type="text"/>
5	<input type="text"/>	14	<input type="text"/>
6	<input type="text"/>	15	<input type="text"/>
7	<input type="text"/>	16	<input type="text"/>
8	<input type="text"/>	17	<input type="text"/>
9	<input type="text"/>	18	<input type="text"/>

Please book my free business advice clinic on: (Please tick below)

People Issues	<input type="checkbox"/>
General Business	<input type="checkbox"/>
Staff Development	<input type="checkbox"/>

Please book my free masterclass on: (Please tick below)

Effective Leadership	<input type="checkbox"/>
Breakthrough to Performance	<input type="checkbox"/>

Yes I am happy to receive information by email on other Business Link services.

The information you provide will be held on our database and used by Business Link to inform you of any of our services we believe might be of benefit to you. Please tick the box if you do not wish to have your details used for this purpose.

Occasionally the information you provide may be used by Partners to inform you of any service which might be of benefit to you. Please tick the box if you do not wish to have your details used for this purpose.

Reserve your **FREE** places today

# Help your company and your staff reach their full potential.

**Your choice of 18 FREE training sessions, one-to-one advice clinics all in one day and under one roof**

Better People Better Business is an exhibition that has been designed to ensure that local organisations can sharpen their competitive edge. The event is a showcase for the extensive range of business solutions and training expertise available within Surrey. There has never been a better time to find out what products and services are available to develop your people and maximise the full potential of your business.

**We'll have over 50 exhibitors and experts for you to meet face-to-face covering all these areas:-**

Adult Training  
Audio, AV Aids  
Advisory Agencies  
Careers Consultants  
Coaching  
Colleges  
Computer Based Training  
Conference Centres  
Educational Aids  
Employer Services  
Executive Search  
Financial Services  
Health & Safety  
Leadership Training  
Legal Services

Management Consultants  
Management Training  
Multi-media Training  
Personnel Consultants  
Professional Bodies  
Quality Consultants  
Recruitment Agencies  
Sales & Marketing Skills  
Skills Training  
Staff Incentives & Training  
Time Management  
Training Films  
Youth Training  
**... and many other ways that will help your business to grow.**



## For Further Information:

E-mail: [angela@betterpeoplebetterbusiness.co.uk](mailto:angela@betterpeoplebetterbusiness.co.uk)

Business to Business Exhibitions Ltd.  
377 Camden Road, London, N7 0SH

**Tel 020 7700 0008 Fax 020 7700 0061**  
**[www.betterpeoplebetterbusiness.co.uk](http://www.betterpeoplebetterbusiness.co.uk)**

## How to get there

### By Car

From London: Take the A3 heading south from Wandsworth. Exit onto the A309 (Kingston by-pass) signposted to Sandown Park, immediately after the exit for Chessington. Fork left at the Scilly Isles roundabout onto A307 Portsmouth Road. Sandown Park can be found 3/4 mile along on the right-hand side.



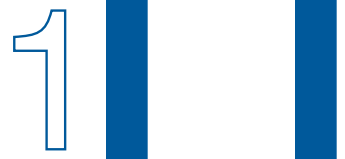
From M25 North and West: Exit at Junction 10 onto A3 towards London. Exit onto A244 at Esher Common roundabout, signposted to Sandown Park. Turn right onto A307, Esher High Street at T-junction / traffic lights. Sandown Park can be found 1/4 mile along on lefthand side.

From M25 South and East: Exit Junction 9 onto A244 towards Esher, over roundabout at Esher Common, then as above.

### By Train

From London and the North: From Victoria, Waterloo or Clapham Junction to Esher Station (20 - 30 minute journey). Taxi rank at Station or a 10 minute walk as follows: left onto Station Road, right at T-Junction onto A307. Sandown Park can be found 1/2 mile along on right hand side.

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