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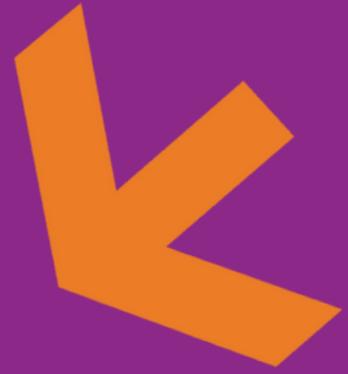
Business Growth West Midlands Anniversary Celebration

Tuesday 1 October 2024
09:30 AM – 14:30 PM
Millennium Point, Birmingham



Business Growth
West Midlands

Event Summary



Join us as we celebrate a year of remarkable achievements and prepare for the future of business growth in the West Midlands. This half-day event will bring together local businesses, industry leaders, and support providers for engaging sessions, valuable networking, and insights into upcoming developments.

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Agenda

9:30 AM	Registration & networking breakfast
10:00 AM	Welcome address
10:10 AM	Keynote speeches: celebrating achievements and announcing the future
11:20 AM	Insights from local businesses - panel discussion
11:45 AM	Coffee break, expo & networking
12:30 PM	Masterclasses
13:15 PM	Lunch, expo & networking
14:30PM	Close



Introduction

Kicking off the event, our host **Ruth Ameku** will guide us through the day's activities. Setting the stage, **Richard Parker** - Mayor of the West Midlands, will deliver a welcome address, highlighting the region's remarkable achievements and future goals in driving business growth and innovation.

Join us as we reflect on past successes and look ahead to an exciting future for the West Midlands.



We will be hosting a networking breakfast, the perfect chance to connect with fellow business leaders and entrepreneurs over coffee and conversation. Grab a bite, introduce yourself, and dive into engaging discussions with peers before we jump into the day's exciting sessions!



Speakers

Ian McLaughlan: Celebrating achievements and announcing the future

Join Ian McLaughlan, as he takes us through BGWM's incredible achievements in it's first year! From standout numbers to inspiring stats, Ian will reveal how regional businesses have thrived. Plus, don't miss the Fireside Chat, where we'll dive into some inspiring stories of local businesses that have transformed with our support. We're celebrating real growth, real impact, and real success!



Big Announcements and Future Opportunities!

We're about to announce something HUGE! The upcoming West Midlands Business Festival! Discover how your business can get involved! And that's not all, **Paul Edwards & Dr Jamie Elliot** will share the latest on new regional and local Business support programmes, providing you with valuable insights into new opportunities to grow your business.



Masterclasses

Jump into our Masterclass sessions and learn from our industry experts who will share practical advice and real-world insights to help your business thrive in 2024 and beyond.

Join **Ian Lockwood** with a deep dive into Digital Marketing Strategies, where you'll explore the latest trends and techniques to boost your online presence.



Davies Okeowo will explore Funding and Investment Opportunities, showing you how to access the financial resources you need to grow.

Finally, **Paul Ince** and **Lindsey Newman-Wood** will lead the session on Sales and Marketing Excellence, focusing on aligning your marketing efforts with sales strategies to build stronger customer relationships and improve results.



Expo

Explore a variety of local businesses and support services. This exhibition is designed to provide valuable insights and foster meaningful connections, offering a chance to discover resources that can help drive your business forward. Whether you're looking to network with industry professionals, find new business solutions, or simply learn more about the local business landscape, this exhibition will serve as an engaging and informative experience for all attendees.



Networking

Enjoy a catered lunch while continuing to network with fellow attendees. This relaxed setting provides the perfect opportunity to exchange ideas, discuss business opportunities, and explore potential collaborations with like-minded professionals.



Meet our speakers

Ian McLaughlan

Strategic Lead, Business Growth
West Midlands

As Strategic Lead for Business Growth West Midlands, Ian has led the establishment and development of the service since WMCA took on responsibility for delivering support for businesses in April 2023. For over 20 years Ian has led projects and programmes enabling economic growth, particularly for small businesses and entrepreneurs. Prior to WMCA, Ian was Director for Business Growth at GBSLEP, where he led the local business support response to COVID and Brexit among many other things, helping tens of thousands of businesses and entrepreneurs to survive and thrive. Ian is also board director for a small social enterprise and is passionate about inclusive economic growth.



Richard Parker

Mayor of the West Midlands

Richard is the recently elected Labour and Co operative Mayor of the West Midlands and Chair of the West Midlands Combined Authority. Richard previously provided strategy, policy and governance advice to both the public and private sector. As a Partner at PwC he helped broker the deal, working with Council Leaders, that led to the creation of the West Midlands Combined Authority in 2016. He remains passionate about devolution and is currently working on policy interventions that will improve opportunity, fairness, diversity and inclusion across the West Midlands.



Ruth Ameku

Marketing Intern, Flight Studio

Ruth Ameku is a young ambitious professional with a story rooted in courage and self belief. It started with a memorable conversation at the Black Business Show with Steven Bartlett, an investor on Dragons Den and host of the UK's top business podcast, Diary of a CEO. That conversation changed everything – it led to an opportunity to work alongside him. From marketing to sales, Ruth has worked in every department at Flight Studio, gaining behind the scenes insights into what it takes to grow a podcast and lead impactful marketing campaigns.

Paul Edwards

Head of Economic Development and Delivery

Paul Edwards is Head of Economic Development and Delivery at the West Midlands Combined Authority. As part of his role, he is responsible for the publicly funded business support ecosystem in the West Midlands Business Growth West Midlands along with mobilisation and support for the region's medium term high growth strategy, Plan for Growth. He is also the responsible officer for the Business Energy Advice Service pilot, delivered in conjunction with the Department for Energy Security and Net Zero, aimed at helping West Midlands businesses reduce their energy usage and boosting their productivity. Paul has a 15 year career in regional economic development working across policy, practice and delivery for universities, local enterprise partnerships and central government departments. Most recently, prior to joining WMCA, he ran his own economic development consultancy business.



Dr Jamie Elliott

BSc, MSc, PhD, MBA, AFHEA

Jamie Elliott is an Open Innovation strategist with over 15 years of experience. He joined the West Midlands Combined Authority as Innovation Lead in 2019 and played an instrumental role in implementing the IXC Consultancy service in 2006, supporting high tech innovation companies. Jamie has worked across sectors like food, automotive, and defence, with businesses from SMEs to multinationals. He holds degrees in Microbiology, Biotechnology, and Molecular Biology, along with an MBA, and manages business support programmes including the DESNZ funded Pilot Business Energy Assessment programme.



Lindsey Newman-Wood

Director of Passion Sales and Marketing

Lindsey Newman Wood, Director of Passion Sales and Marketing, is an accomplished Marketing & Sales Consultant with over 25 years of experience. Since founding her business in 2011, she has become a sought after speaker and trainer, known for delivering engaging and interactive workshops for businesses and organisations. With a deep understanding of business challenges and opportunities, Lindsey combines practical insights with the latest industry trends to help businesses thrive.

Paul Ince

CEO, Likemind Media

Paul Ince is a content marketing strategist, host and presenter who believes that the people working within the business are best placed to talk about it. He helps organisations understand their voice and puts strategies in place to amplify it to their market. With over 25 years experience he has supported many businesses to increase their visibility online, communicate more effectively and grow their business. He speaks frequently on the subject of how to improve the way organisations connect the content they want to create to the different journeys their customers go on.



Ian Lockwood

Digital Marketing Consultant,
Boom Online Marketing

Ian Lockwood is a digital marketing consultant with over 20 years of experience, specialising in SEO and Google Analytics. Based in Derby, he serves businesses across the East and West Midlands and Lincolnshire. Ian co founded Boom Online Marketing, an award winning Nottingham agency and Google Premier Partner, working with B2B and B2C clients, with a particular focus on ecommerce. He has helped companies of all sizes, from start ups to multinationals, across various sectors, including retail and public services.



Davies Okeowo

Business Finance Specialist,
Oxford Innovation Advice

Davies Okeowo is one of the UK's leading experts on Investment Readiness for early stage businesses, leveraging his extensive experience to help businesses become investment ready, access finance, and achieve their growth objectives. He currently serves as a Business Finance Specialist at Oxford Innovation Advice, where he provides investment readiness support to businesses in the West Midlands.

**We look
forward to
seeing you.**

[Book here](#)



**Business Growth
West Midlands**