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PEOPLE
POWER

2019 EVENT GUIDE

WEDNESDAY
12
JUNE

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the projects studio

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BUILDING MARKETING KNOW-HOW

To unleash your People Power you have to nurture it.

nesma has a fantastic portfolio of marketing, communications and digital courses with delighted clients to match.

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We are delighted to welcome you to our second People Power event!

Following our exhibition last year, we have developed the format into a conference, dedicated to developing your organisation's most important asset.

The event continues to provide direct access to market leading solutions, through our focussed exhibition. In addition, following feedback from 2018, we have expanded our range of content to include new keynote speakers and experts under 5 key areas:



- Leadership and Management
- Apprenticeships & Workforce Development
- Digitalisation and Technology
- Marketing and Communications
- Health and Wellbeing

Developing skills and investing in training to give your organisation a competitive edge has never been more important. Our event this year continues to inspire and encourage all businesses to do this. In addition, we have included several other issues which are becoming increasingly important for companies of all sizes. For example mental health, employee engagement, employer branding, managing change, employing millennials and driving maximum productivity.

This year we are proud to welcome Northumbria University as our main event partner and host. We are grateful for all our sponsors and exhibitors who have helped us deliver this event.

We are always interested in your feedback so please let us know your thoughts and suggestions for future People Power events.

We would like to thank all of the speakers who are delivering the range of inspirational seminars and workshops today and who have taken time to share their stories and learning with our businesses. We hope you enjoy today and are able to use the support, knowledge and experience from the event to strengthen and grow your business. Look out for our next event on www.peoplepowerevents.co.uk or feel free to join our conversations:

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- Access the agenda for the event
- Explore the profiles of all of the exhibitors and speakers
- Receive alerts constantly throughout the event
- Quick and easy access to useful information such as parking and public transport

AGENDA

● Leadership & Management

● Health & Wellbeing

● Marketing and Communication

8.30
1 hour

Registration

Exhibition // Networking // Plan Your Day

12.30
1 hour

9.15
20 mins

Welcome address

Productivity & Performance

Lucy Winskell OBE DL Associate Pro Vice-Chancellor (Employability & Partnerships), Northumbria University & **Colin Bell** Business Growth Director, NE LEP

9.45
45 mins

The Boy On The Shed

A journey through adversity: An informal, funny and emotive session that will inspire you to achieve your goals

Paul Ferris CEO
Speedflex & former NUFC player

Awaken To Emotional Intelligence - In a Complex World

Practical tools and techniques to develop EQ at work and for self

Katharine Roff
Six Seconds

13.30
45 mins

10.45
45 mins

Improving People Performance through Engagement

Tony Lehner
VP People
UK & Ireland, Sage

Drugs & Alcohol Misuse in the Workplace

John Devitt
Recovery4life

Employer Branding: Are You An Employer of choice?

Attracting & retaining the very best talent

Paul Hitchens
TEDx speaker & best selling author

14.30
45 mins

11.45
45 mins

Driving Productivity Through Employee Engagement

Jean-Pierre Van Zyl
Square One Law

The Value of Degree Apprenticeships

Dr. Brenda Stalker
Northumbria Uni,
Harry Hawes EY &
Claire Atkins Sintons LLP

Essential Marketing Skills for the Future

Joanne Dolezal
Dolezal Consulting

The Journey Towards a Mentally Healthier Workplace

Emily Pearson
Our Minds Work

15.30
45 mins

ROOM
(see floorplan)

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003

024

Lunch

You will have received a lunch voucher at registration

Lunchtime surgeries

Require pre-booking at event reception. Places offered on a first come first served basis
*6 x10 min. sessions

Mental Health in the Media

Lucy Nichol NGI Solutions

Social Media surgery*

Jane Moscardini nesma

1-2-1 Advice e-Learning*
Andy Stevenson
Type & Test

Leadership & Management Training*

Jane Nolan Amacus

#FIGHTIT Fighting Back Against Mental Health Problems

Leon McKenzie
Former Premier League footballer & boxer

Managing Conflict Effectively in the Workplace

Craig Hewitt
Amacus

What's Your Company's Story & Who Do You Tell It To First?

Andy Green nesma,
Best selling author & storyteller

The Real ROI of Apprenticeships

Matthew Clay
Lookers

Creating a Customer Service Culture

Delivering industry leading performance & unrivaled customer experiences.

Claire Sharp
Customer Director,
Northumbria Water

Low Carbon Careers for a Low Carbon Society

Can we make employment carbon-neutral?

Prof. John Blenkinsopp
Northumbria Uni, Tracy Scurry
Newcastle Uni & Katy Hope
Virgin Money

Head & Heart: Effective Recruiting Through Values

Jackie le Fevre
Magma Effect & nesma

Understanding Your Customers

Scott Goodacre
Digital Allies

Menopause: The last wellbeing taboo

Sharon MacArthur
Miss Menopause

What Young People Want - The Key to Employing Millennials & Gen Z

Emma Rosen
25before25 - The Radical Sabbatical

Engaging Male Employees with Health & Wellbeing Campaigns

Ollie Bell Newcastle
United Foundation

Managing Change Through Effective Internal Communications

Sally Keith
In her own write

001

002

003

024

1-2-1

LUNCHTIME SURGERIES

To pre-book a session to guarantee your place, please visit the event reception.

Leadership and management training surgery

Amacus has a proven track record of successfully delivering Leadership and Management training and Apprenticeships across the region supporting skills and workforce development priorities. We bring a breadth and depth of experience in designing and delivering bespoke Leadership Development programmes to support and upskill leaders and managers across public and private sector organisations.

Jane Nolan The Leadership and Management Manager will be available over lunchtime for 6, 10 minute surgeries to offer advice and answer questions around Leadership and management training in bespoke, accredited qualifications or apprenticeships.

Social media surgery

If you need some straight talking social media advice, then Jane Moscardini from Listen and Like will have six, ten-minute sessions available where you can ask her anything with regards to Twitter, Facebook or Instagram.

As we all know mastering social media content and strategy is hard, but we hope that these dedicated slots will give you a chance to ask some of your burning social media questions whether that's which platform will work best for you company? How many pieces of content should you create? Or how can you re-work your content for each social platform?

6, 10 minute sessions will be fun

and informative sessions that offer quick, honest social media advice for you and your business.

Jane Moscardini is an ex-beauty journalist and has 11 years of practical social media experience in the marketing industry. She started her career at Time Inc and has run successful campaigns for the likes of Schwarzkopf haircare and Wallpaper magazine and now runs her own social media company Listen and Like as well as teaching at nesma. Her precision planning and honest approach make communicating your online message simple, creative and fun.

E-Learning & Training surgery

Type & Test is a long-established provider of online interactive video courses. Our courses will enable you to provide instant and relevant training at a fraction of the cost of conventional tutor-led training at the precise time it is needed.

Among our Business Skills suite are courses on leadership and management principles, social media and much more. All our courses are approved by CPD and therefore earn CPD credits. They are all developed in the UK, are bang up to date with the latest thinking and practice and they all include assessments which lead to certification.

Andy Stevenson, Director, will be available for 6, 10-minute surgeries to explain how e-Learning, which uses interactive video at its core, can meet many of your organisation's training needs quickly, consistently and in an engaging and challenging manner.

It's all about the people!

We all know that we need to put people at the heart of our business. Whether that is the needs of our customers or the needs of our employees.

How far are we away from a developed world where people can choose their working hours, their holidays, working part of their week from home or even determine their rate of pay?

As Veronica Swindale, Managing Director, from nesma points out, to achieve this you have to be certain that you have got the right people in place to deliver the work and in order to do that you need a clear strategy to become an employer of choice in order to attract the best talent. This is the direction society should be travelling.

In marketing and communications the key is to understanding people's needs and wants and effectively managing expectations. Companies that demonstrate big picture thinking are going to be the winners and Morrisons Supermarket's recent introduction of paper not plastic bags will see it take market share as we all try to do our little bit for the planet and shop more savvily.

nesma is a principal sponsor of the People Power 2019 event today, not only because we are a firm believer that people are your best marketing tool, but we

know some great speakers that we wanted to introduce you to. They all work with us to evolve our programme of contemporary day courses and development programmes designed with marketing and PR professionals and entrepreneurs and business owners in mind.

Enjoy your sessions today and make sure that people know who you are and what stands behind your brand.



Veronica Swindale

www.nesma.co.uk
07734222254
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NORTH EAST SALES & MARKETING ACADEMY

SPEAKER INTRODUCTIONS



Lucy Winskel OBE DL **Northumbria University // Welcome address**

Lucy Winskel is Pro Vice-Chancellor (Employability & Partnerships) at Northumbria University. She leads the development of Northumbria's relationships with local government and public bodies, shaping its contribution to regional economic, cultural and social development and graduate employment. She was instrumental in the creation of the recently opened Amsterdam Campus, as part of Northumbria's Internationalisation Strategy.

Prior to joining Northumbria University in 2010, Lucy was a litigation lawyer for 28 years. She has held a number of non-executive roles. These have included Government Office North East, Darlington Building Society, Newcastle Gateshead City Development Company, BE Group, and the Arts and Humanities Research Council.

Currently she is Chairman of the Board of the North East England Chamber of Commerce; a Board member of the British Chambers of Commerce, and a non-executive Director of North East Access to Finance.

Lucy is a former member of the UK Law Society council, a former UK President of the Union Internationale des Avocats, and has served as UK chair of the British-American Project, the

think-tank and international network for Anglo-US business and cultural relations.

She is Chairman of Live Theatre, and Trustee of International Centre for Life, both in Newcastle upon Tyne, and became Chairman of the Heritage Lottery Fund North East Committee in June 2017.

She is a Board Member of The Community Foundation, Tyne and Wear and Northumberland.

Lucy was awarded an OBE in the Queen's Birthday 2014 Honours List in recognition for her services to Higher Education and the regional economy in the North East.

She was appointed as Deputy Lieutenant of Tyne and Wear in 2014 and was High Sheriff of Tyne and Wear 2015/16.



Paul Ferris
Chief Executive of Speedflex Ltd.
Author: The boy on the shed

Paul was thrown into the physical and demanding world of professional sport at the tender age of 16 when he left his native Northern Ireland to sign for Newcastle United. His remarkable resilience and determination to overcome major challenges in his life and career have seen him successfully reskilling as a Physiotherapist, Barrister and now Chief Executive of a rapidly expanding health and fitness company.

When his football career was cut short in 1986 through injury, Paul re-trained as a physiotherapist, and returned to the club in 1993 where he remained for 13 years as an integral part of the backroom staff.

He served under several high-profile managers and was responsible for rehabilitating some of football's biggest names.

Paul graduated with an MA in History of Ideas in 2004 and then proceeded to study Law. He was called to the Bar in 2007, and briefly pursued a career as a criminal barrister.

Paul returned to Newcastle United for a third time in 2009 as a physio within Alan Shearer's management team.

He wrote his first novel, "An Irish Heartbeat" in 2011.

His memoir, "The Boy on the Shed" was published by Hodder

and Stoughton in February 2018. It became the Times and Sunday Times Sports Book of the Year, the Daily Telegraph Football Book of the Year, and was shortlisted for the William Hill Sports Book of the Year.

It has now been optioned by an International Film Consortium to convert it into an eight-part TV drama. His main passions are his family, writing, politics, and music. He is the proud owner of three guitars, but unfortunately can't play any of them very well!

Paul's informal, funny and emotive session will leave you with a positive view on what can be achieved, even when the odds are stacked against you.

SPEAKER INTRODUCTIONS



Colin Bell **Business Growth Director,** **North East LEP // Welcome Address**

Colin holds an MSc in Small Business Development from Teesside University. Following an MBO in 2009 Colin was a director and owner of business growth and business improvement software business Winning Moves Ltd where he was instrumental in scaling the business from a turnover of £400k to £2.7 million.

This included the development and delivery of business growth programmes such as Growth Accelerator, Great200Leaders,

the Masters level and accredited Winning Leaders Academy and Optimising Business Technology. In addition Colin designed and delivered several sector development tools which have been used under license in more than 20 countries.

Following a period of fast growth in 2013 Winning Moves was sold and Colin spent two years as part of the acquirer's senior management team to support the integration of the businesses.



Ollie Bell **Newcastle United Foundation //** **Engaging Male Employees with Health & Wellbeing Campaigns**

With 1 in 4 of us likely to experience stress, anxiety or depression in the next year and suicide being the leading cause of death in men under 49, addressing mental health in the workplace has never been more important.

The Newcastle United Foundation recently launched a campaign 'Be a Game Changer' using the power of football to engage men in conversations around health

and wellbeing. The campaign aims to raise awareness and change perceptions of mental health in football fans and encourage them to be proactive in looking after both their physical and mental health.

Ollie's talk will give ideas and tools on how to engage male employees with health and wellbeing campaigns in your workplace.



Dr. Brenda Stalker
Northumbria
University

Dr Brenda Stalker is Director of Apprenticeship Programmes, Faculty of Business & Law, Northumbria University & a Chartered Fellow of CIPD and FCMI and HE Champion on the CMI NEYH Regional Board.

She is a lead researcher in an international project on Graduate Entrepreneurial Talent Management funded by the EU and is passionate about working with employers to design programmes that enable people to achieve their potential for each stage of their career.

She has previously worked in corporate and executive development & more recently led on the introduction of new higher and degree apprenticeship programmes in Business and Law.



Harry Hawes
Operations Director
EY, UKFS Managed
Services

Harry is an experienced Operations Director for UKFS Managed Services.

Having established and built the Managed Services Center of over 200 professionals, he is responsible for matters related to finance, risk management, people proposition and the day-to-day operations of live engagements.

His team support EY financial services clients across an increasing number of areas such as regulatory compliance, reporting solutions and cybersecurity.

He also provides guidance to other countries looking to establish their own Managed Services capabilities.



Claire Atkins
Head of HR, Sintons
LLP

A Chartered Fellow member of the Chartered Institute of Personnel and Development, Claire is passionate about her role in which she can make a positive difference and support the business to achieve commercial success through its people.

An accredited PRINT coach Claire is actively involved in supporting initiatives that help develop the employability skills of young people in our region.

Currently a board member of JET, a registered charity in the West End of Newcastle, Claire has previously volunteered as a school governor and member of the local CIPD Committee.

Claire also played a lead role in developing the North East Solicitor Apprenticeship programme.

// The Value of Degree Apprenticeships for Employers, Employees and Society

SPEAKER INTRODUCTIONS



Sharon MacArthur
Miss Menopause // Menopause:
The last wellbeing taboo

Sharon MacArthur is the Owner of Red Handbag. Working with leaders in business, helping them to develop their leadership confidence, to be even more effective and get what they want!

Sharon has built her own business working across Europe, with companies large and small.

Her passion is working with new, accidental and middle managers who are often forgotten, providing much needed leadership and coaching support.



John Devitt
Recovery4Life // Drugs & Alcohol
Misuse in the Workplace

John has had a varied and successful career and has experience of working in a range of sectors and environments including International Development (The British Council), Enterprise (PNE Group) and Substance Misuse and Primary Care (Counted4 CIC). An experienced leader, he is a former participant of Common Purpose and has been a regular speaker on CP programmes as well as on degree courses for Social Work and Medicine.

Recovery4life is a specialist testing, training and treatment service for substance misuse and mental health for businesses and individuals. We believe that everyone has the potential to turn their lives around and escape from addiction. When complex health & wellbeing issues present themselves we recognise the importance of discretion and place it at the heart of everything we do.



Tony Lehner

Sage UK & Ireland // Improving
People Performance through
Engagement

Get real insight into how a world leading business manages people performance to increase productivity and achieve business success. Hear directly from Tony Lehner, VP People at Sage about how he has successfully improved performance ratings in the business and the challenges that he has met along the way.

Tony leads Sage's People team in the UK and Ireland. Sage has over 2500 colleagues in the UK & Ireland, 1800 of which are based in the North East. Tony is also Sage's global leader for colleague engagement, building on his 22 year + experience of HR strategy and innovation to ensure that Sage's 13,000+ colleagues thrive and succeed.

A born and bred Australian, Tony relocated from Sydney in late 2018 to Newcastle, having worked across the Asia Pacific region over the past 15 years. He has a Bachelor of Business and an MBA, and has a wealth of expertise in Employee Relations, Compensation and Benefits, Diversity and Inclusion and Employee Engagement.



Matthew Clay

Lookers PLC // The Real
ROI of Apprenticeships

Matt oversees 500 Apprentices at Lookers, delivering a Nationally recognised, Award winning Apprenticeship Program. Highly Commended at the National Apprenticeship Awards 2018, and recently achieved the accolade of FE Week Apprenticeship



Jane Moscardini **Listen and Like**

Jane Moscardini is an ex-beauty journalist and has 11 years of practical social media experience in the marketing industry. She started her career at Time Inc and has run successful campaigns for the likes of Schwarzkopf haircare and Wallpaper magazine & now runs her own social media company Listen and Like as well as teaching at nesma. Her precision planning and honest approach make communicating your online message simple, creative and fun.

SPEAKER INTRODUCTIONS



Joanne Dolezal
Dolezal Consulting & Trainer for nesma //
Essential Marketing Skills for the Future

Joanne Dolezal is Lead Consultant at Dolezal Consulting, working with CEOs, marketing teams, charities, SMEs and established brands to improve the way they market themselves across the UK and abroad with 25 years experience.

Close interaction with business owners and marketers has helped shape her thinking on marketing, sales and customers, and how we bridge the divide. Areas of expertise include marketing strategy, digital and content marketing.

She holds an MA Marketing from Northumbria University, Prof. Dipl. Digital Marketing from DMI and is a Chartered Marketer, CIM. She is an associate lecturer – CIM and DMI at nesma.



Andy Green
Trainer for nesma //
What's Your Company's Story & Who Do You Tell It To First?

Andy Green is a storytelling and story listening expert. Author of 7 books translated into 8 languages, international conference speaker, trainer, facilitator, university lecturer and Brand PR consultant, he works with major blue-chip brands around the globe.

His book 'Tubespiration!' shows how you can use the London Underground as a creativity tool where he even runs creativity classes on the London Tube.

Andy uses his expertise in campaigns, including 'Blue Monday', turning the symbolically most depressing day of the year into a positive opportunity for improving well-being.



Jackie Le Fevre
Magma Effect & Trainer for nesma //
Head & Heart: Effective Recruiting Through Values

Jackie Le Fèvre FCMI is the founder of Magma Effect and Chair of the Minessence International Cooperative. Following a career in the voluntary and community sector Jackie has specialised in consciously values-based practice since 2004.

Jackie is National Advisor on Values to Wellbeing Teams which in 2018 won three national awards for values-based recruitment including the prestigious Guardian Public Service Award for HR.

As a member of the Subject Matter Experts Group of the Chartered Institute of Management Jackie holds a remit for values and culture, and is also a founder member of the Global Values Alliance.



Scott Goodacre
Digital Allies //
Understanding your
customers

Scott is Training Lead at Digital Allies, a full service digital marketing company based in Durham. He is a former Marketing Manager, having worked in housing and education since graduating with a BA (Hons) in Journalism in 2009.

He is also a qualified teacher, with a PGCE in Post Compulsory Education and Training. Scott has been delivering training to digital marketing apprentices for the last three years as well as carrying out freelance digital marketing consultancy work for several north east businesses.



Craig Hewitt
Amacus // Managing
Conflict Effectively in
the Workplace

Craig is one of the lead trainers at Amacus Ltd.

Craig has worked within senior roles in several FTSE 100 companies, as well as working as a freelance facilitator and trainer with organisations such as Royal Mail, DWP and HMRC.



Jane Nolan
Amacus // Leadership
& Management
Training Surgery

Jane Nolan is a training professional with over 25 years' experience within training and education in both the public and private sector demonstrating extensive management, vocational and academic acumen.

Amacus is a North East Training provider which delivers Leadership & Management, and Employability. Our Vision is 'Supporting and Developing Great People to Achieve Great Results'. Quality is at the heart of what we do!

We are an approved centre for Leadership and management with Institute of Leadership and Management (ILM) and Chartered management Institute (CMI).

SPEAKER INTRODUCTIONS



Paul Hitchens

Verve. TEDx Speaker & best selling author // Employer Branding: Are You An Employer of choice?

Paul Hitchens is a TEDx Speaker and the author of three bestselling books on branding published by Hodder Education:

'Brand Management – In A Week', 'Successful Brand Management' and 'Create the Perfect Brand'. His experience in the creative industries spans three decades in advertising, branding, design and marketing.

He is a founding partner of Verve Brand Consultancy and has been interviewed on national radio and television, including; BBC, ITV and Channel5 News.

He is an experienced course director and has created and delivered popular courses and bespoke professional training in the UK and internationally since the publication of his first book in 2010.



Sally Keith

In Her Own Write // Managing Change Through Effective Internal Communications

Sally is an independent PR and marketing consultant specialising in communications.

She has over 35 years' experience of creating and implementing a broad range of communications strategies. She works at board/CEO level, to deliver effective business solutions both in the UK and overseas.

She has particular experience in communicating in times of change, working on mergers, acquisitions, demergers and rebranding.

Alongside her professional practice she has taught at undergraduate and postgraduate level.

Sally is a tutor with nesma for CIM and CIPR qualifications and is the lead tutor for CIPR's Internal Communications Diploma and Certificate as well as their new Digital Diploma.



Leon McKenzie

Former Premier League footballer, former professional boxer and boxing coach

Leon McKenzie is a former Premier League footballer and professional boxer. Playing, and scoring, in all 4 professional leagues in England, Leon went on to win two promotion medals during a career that saw him represent Crystal Palace, Norwich City & Coventry City amongst others.

After a career-threatening injury Leon suffered badly from depression & attempted to take his own life.

Despite this, Leon kept fighting back and wrote his autobiography 'My Fight With Life', published in 2012.

At the age of 35 Leon switched to professional boxing showing that with persistence, hard work and self-belief not even age can stop you from achieving your goals even after being in such a dark place in life.

Leon is now an ambassador for CALM speaking about mental

health awareness, using his careers and experiences in sport to inspire and motivate audiences across the UK.

He also is shareholder for LAPS (Life After Professional Sport) an organisation which aims to help athletes prepare for life outside of sport once they finish their careers.

'Ten Count' : a film documenting Leon's journey and mental health issues within sport in which he interviews many of the world's top athletes is shortly due for release.

Leon is a prime example of getting back up to fight life when it knocks you down

SPEAKER INTRODUCTIONS



Emily Pearson

Our Minds Work // The Journey
Towards a Mentally Healthier Workplace

Emily is a visionary and thought leader in the corporate mental health field. She is a corporate Mental Health Programme expert with 20 years experience working in the mental health, substance misuse and health and social care fields.

Emily has designed and delivered corporate mental health programmes with synergistic outcomes from changing lives to ROI, creating mass mindset change to community impact.

Emily's programmes have proven to work in all industries they have been embedded in to from

emergency services and traditional male oriented industries to public services and charities.

Emily has driven change throughout her career which all began after her own lived experience of severe mental health problems in her early 20s.

Her recovery ignited her passion which has motivated her through her own relapses to help thousands of people from young people in secure and community settings, to adults with dual diagnosis and more recently bringing all of her 20 years knowledge and experience in to the workplace.



Emma Rosen

25before25 - The radical sabbatical

Emma Rosen spent a year experiencing 25 different jobs before her 25th birthday. There was archaeology in Transylvania, tour guiding amid violent protests in Venezuela and investigative journalism with The Telegraph.

Then there was being an extra in a movie, Alpaca farming in Cornwall and assisting the British Council's

crisis team during the terror attack on parliament in March.

From the diversity of the experience, Emma is now a commentator on Millennials and Gen Z in the workforce and the future of work.

Her book, The Radical Sabbatical, was published in Jan 2019 and was



Katharine Roff

Six Seconds // Awaken to emotional intelligence in a complex world

Katharine is the Network Director for Europe with Six Seconds, the global non profit dedicated to growing emotional intelligence. Her work involves supporting individuals, teams and organisations across Europe to develop and practise emotional intelligence to increase personal and organisational effectiveness.

As a presenter and facilitator, the focus of her work is on bridging the gap between thinking and doing, enabling people to make practical and sustainable change for good. Hallmarks of her work include creativity, lively experiential learning and a solutions focussed collaborative approach.

Katharine originally trained in drama and quickly realised the potential for using narrative to engage people in behaviour change. From safety leadership in oil and gas to communication in public health and team effectiveness in manufacturing organisations, she has a breadth of experience working with people who inspire and drive performance.

Katharine has founded and developed multiple businesses trading as sole traders, co operative organisations, limited and partnership companies, some of which have won awards for creativity and diversity.

named the FT's business book of the month, receiving coverage from The Times, BBC Breakfast, i paper, BBC Radio 4, Stylist Magazine and The Telegraph.

She is also an experienced TEDx speaker, and is regularly invited to talk to businesses, schools and universities internationally to discuss her work.

In her talk, Emma will address one of the greatest challenges to the future of the workforce – why 72% of millennials currently want to leave their jobs.

SPEAKER INTRODUCTIONS



Prof. John Blenkinsopp
Northumbria University

John is Professor of Management and Head of Department for Leadership & HRM at Northumbria University. An HR professional by background, his academic field is work and organisational psychology.

His diverse research interests are linked by a fascination for how people make sense of work and organisation, particularly in the context of their careers.

Current projects include an examination of language barriers in UK workplaces, whistleblowing in different contexts, coping strategies, and the environmental impact of careers.



Katy Hope
Virgin Money

Katy has 23 years' experience in the retail banking sector, and currently works in the IT and Change field helping Virgin Money to deliver the technical functionality required to disrupt the industry. Katy is also a passionate developer of people, using her skills as a coach to build capability at all levels of the Virgin Money business and help people fulfil their potential.

In addition to her corporate responsibilities, Katy is also studying for a Masters in Senior Leadership at Northumbria University. During her studies, she discovered a passion for sustainability in the workplace, and is working with Professor John Blenkinsopp of Northumbria University and Dr Tracy Scurry of Newcastle University on researching the concept of low carbon careers.

// Low carbon careers for a low carbon society: can we make employment carbon-neutral?

A growing number of businesses have set themselves the goal of becoming carbon neutral, and some pleasingly significant 'easy wins' in reducing greenhouse gas emissions have been achieved. Yet much greater challenges lie ahead, one of the most complex of which will be finding ways to reduce the carbon footprint of employment itself. In this session we will explore what would be involved in pursuing a 'low-carbon career', and what employers might need to do to enable this, and what business benefits it might bring.



Dr Tracy Scurry
Newcastle University Business School

Tracy Scurry is Senior Lecturer in Human Resource Management at Newcastle University Business School. Her research focuses on careers from the perspectives of the individual and the organisation. She is interested in exploring how individual and societal factors interplay to influence outcomes.

She has worked on numerous projects evaluating the processes & impact of organisational change in a range of organisational contexts. Work to date has adopted a multi-stakeholder perspective, examining both the organisational & individual implications of the change. She has conducted research for policy makers (BIS and the North East Local Economic Partnership), acted as an expert for professional bodies (e.g. Association for Careers and Guidance Services) & has worked with regional branches of the CIPD and the North East Chambers of Commerce (NECC) to engage members with research & organise events.



Lucy Nichol
NGI Solutions // Mental Health in the Media

Lucy is Head of Marketing and Communications at marketing, research and PR agency NGI Solutions and currently leading work to support Newcastle United Foundation's #BeAGameChanger campaign, encouraging male football fans to talk more openly about mental health and wellbeing.

She is also a published author, passionate mental health campaigner, freelance writer (featured regularly in The Independent, Standard Issue, The i Paper, Metro UK, NME and Huff Post), script advisor for Mind and a Time to Change media volunteer.



Claire Sharp
Customer Director,
Northumbria Water // Creating a
Customer Service Culture

Claire is responsible for driving the organisation's ambitious unrivalled customer experience strategy, which looks beyond the water industry to deliver world class service. The strategy recognises the critical impact high levels of employee engagement has on customer satisfaction. Serving 4.5 million customers and leading a 450 strong team, Claire oversees a customer service and billing operation worth revenues of £800 million annually.

Claire is spearheading a cultural transformation programme which includes a multi-million pound investment in technology and the creation of a new target operating model which reflects Northumbrian Water's vision to be the leader in sustainable water and waste water services. This includes a UK industry first to eradicate water poverty by 2030.

Claire's portfolio includes strategic and operational leadership of water networks, communications, marketing, organisation development and business services teams. Claire is also heavily involved in Northumbrian Water's industrial and employee relations activities which form part of the Company's Great Place to Work strategy..



**Jean-Pierre
Van Zyl**
Square One Law LLP // Driving
Productivity Through Employee
Engagement

Successfully aligning your people strategy with your brand improves engagement, productivity and competitiveness. Jean-Pierre van Zyl, head of the employment team at North East commercial law firm, Square One Law will discuss how to unlock discretionary effort by aligning your culture and employee behaviour with your brand promise.

He will cover key issues including recruitment, managing performance, long-term incentives plans and dealing with errant executives.

Jean-Pierre is head of the employment team at commercial law firm, Square One Law. He is dual qualified in the UK and in South Africa and has been recognised as a leading individual in his field.

Jean-Pierre's personal approach and tenacity has won him favour from fellow lawyers and clients ranging from senior executives and owner managed businesses to global giants. He has recently assisted a number of clients in the pharmaceutical and engineering sectors to engage staff and establish footholds abroad.

EQ CONNECTS

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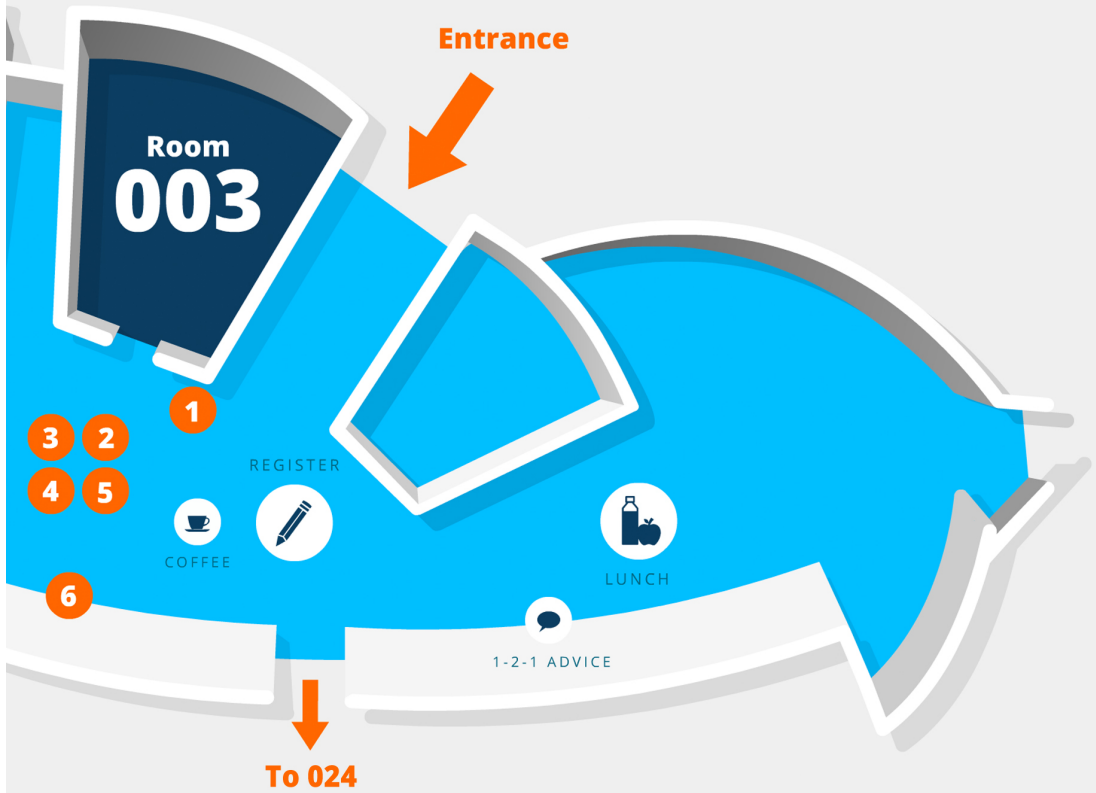
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PEOPLE
POWER



- | | |
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| 1 Northumbria University | 8 University of Sunderland |
| 2 nesma | 9 Penshaw View Training |
| 3 Cintra | 10 Education Partnership North East |
| 4 3P | 11 Six Seconds |
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| 6 Type & Test | 13 Skills Forward |
| 7 Digital Allies | |



onal HR



**Northumbria
University**
NEWCASTLE

EXHIBITORS



3P

Contact: Michelle Manning

Email: michelle@3p.co.uk

Tel: 0191 519 7381

Website: www.3p.co.uk

Peak Performance Partnership Ltd. (3P) are a business performance consultancy, specialising in talent management to support business scale-up and growth.

We add value by helping you to grow your people, grow your talent and grow your business **The 3P way: ASPIRE by 3P**

ASPIRE by 3P is our talent management solution which supports the talent lifecycle of Acquisition, Succession Planning, Improvement and Retention and Engagement.

ASPIRE is the power to make confident people choices at all stages of organisational development and business growth.

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What makes us stand out? ASPIRE is fuelled by the use of sophisticated-yet-simple talent analytics, top Talent Coaches, the 3P Academy, and brings the certainty that you can attract the right talent, have the right people in the right jobs and can keep them, so you spend less money on hiring and firing and more on growing your business.



CINTRA

Contact: Emma Hall, Andrew Howie or Paul Tweddle

Email: sales@cintra.co.uk

Tel: 0191 478 7000

Website: www.cintra.co.uk

Our multi award-winning HR & Payroll service has been making our customers happy for over 35 years.

Because at Cintra, we believe the secret to building strong relationships is to provide an outstanding service to our clients. In fact, our very first customer, Crabtree of Gateshead, is still with us.

Our mission is simple, to keep our customers happy, and this passion and commitment has seen us recognised within our industry as market leaders. Our in-house HR and Payroll software and outsourced bureau service is currently used by over 950 happy customers, ranging from voluntary and public sector bodies, such as colleges and local authorities to private companies and major blue chip organisations.

That's because every Cintra customer gets much more than just a world class HR& Payroll service; they get an unrivalled commitment to a genuine partnership, which we believe is the key to delivering best value and happy clients.



DIGITAL ALLIES

Contact: Ian Scott Bell, Commercial Director

Tel: 0191 500 7900

Website: www.digitalallies.co.uk

Digital Allies is a full-service digital marketing company that supports its clients in all elements of their digital marketing. We encourage our clients to embrace digital as a vital part of their business operating process.

We stand by our knowledge of the sector and are measured by our results. We operate in a transparent way; if we can teach you to do something for yourself, we will and if we need to bring in skills we do not have, we will. We never lose sight of the fact that you are the customer and our objective is to deliver you digital marketing success.

The company was set up with the explicit aim of de-mystifying the digital landscape. We do this for our clients at every opportunity. We make every decision data-led, we build frameworks to support our clients' digital objectives and we teach them how to manage their digital footprint.

Within the business we have more than 80 years of digital marketing expertise, ranging from strategy development through to SEO and paid search knowledge. Our skills are not just limited to digital marketing we have countless web builds under our belt from simple brochure sites to complex ecommerce sites with multiple integrations. Finally, we love to teach what we know to others and we encourage all of our staff to develop their own knowledge in their respective fields until they are able to teach others.

EXHIBITORS

EQ CONNECTS

STAND
5

EQ CONNECTS

Contact: Lyndsey Morrison

Email: enquiries@eqconnects.com

Tel: 0191 580 4005

Website: www.eqconnects.com

EQ Connects is a first of its kind, immersive conference focussing on Emotional Intelligence (EQ). A gathering of EQ masters, practitioners, participants and learners in the UK to share ideas, experiences and research and to explore new tools and fresh thinking about emotional intelligence.

At this unique event, you will have the opportunity to connect with practitioners and thought leaders to understand clearly not only what EQ is and why it is important in today's increasingly emotionally disconnected world, but also HOW you can start to develop your EQ for self and experience the real impact of EQ in business and in education.

The programme is jam packed with inspiring and engaging speakers and a range of fun, experiential sessions that will look at how you can strengthen and develop EQ practice and illuminate the role of EQ tools in action.

EQ Connects takes place on 15 October, Newcastle Gateshead Hilton. Tickets are now available.

nesma
BUILDING MARKETING KNOW-HOW

STAND
2

NESMA

Contact: Lucy Davidson

Email: hello@nesma.co.uk

Tel: 07734 222 254

Website: www.nesma.co.uk

nesma offers marketing advice and training. You will find all your marketing skills in one study centre as we are an accredited teaching centre for the Chartered Institute of Marketing, the Chartered Institute of Public relations and the Digital Marketing Institute. nesma delivers marketing and communications training courses in the North East, cumbria, Scotland and in-house.



**Northumbria
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NORTHUMBRIA UNIVERSITY

Email: businessenquiry@northumbria.ac.uk

Tel: 0191 227 3251

Website: www.northumbria.ac.uk/business



Northumbria University is a national leader in business and enterprise and partner with businesses, public sector organisations and charities, applying expertise to deliver demonstrable benefits and impact.

Northumbria University can work with you to identify, explore and develop new opportunities, helping your business and your people to build new skills, new knowledge and new ways of thinking.

Talk to their Business Development team to discover the difference Northumbria University can make to your organisation.



PENSHAW VIEW TRAINING

Contact: Kay Coull, Client Relationship Manager

Email: kay.coull@penshawview.co.uk

Tel: 0191 543 7177

Website: www.penshawview.co.uk



Penshaw View Training was founded in 2005 on the principles of service and value for money and is a family run organisation.

As a leading apprenticeship training providers in the North, we offer a full range of training, recruitment and health & safety services nationwide.

We have a specialist delivery portfolio of Apprenticeship Standards with delivery in the workplace. Our fully qualified team of assessors and tutors are passionate about delivering quality apprenticeships and training within diverse sectors.

Penshaw View Health and Safety have a team of highly experienced and qualified training consultants, who can guide you through the fields of managing workplace risk and complying with health and safety at work.

EXHIBITORS



STAND
13

SKILLS FORWARD

Contact: Jonathan Wells
Email: info@skillsforward.co.uk
Tel: 0300 102 1023
Website: www.skillsforward.co.uk

Skills Forward are one of the UK's leading eLearning assessment solutions for Functional Skills and GCSE. We were the first company to introduce an online Functional Skills package in the UK. We are a not-for-profit company, and are part of the NCFE Group. Skills Forward believe everyone should have access to learning and the opportunity to develop new skills to progress into employment or further education and develop the skills needed for everyday life.



STAND
10

EDUCATION PARTNERSHIP NORTH EAST

Email: marketing@sunderlandcollege.ac.uk
Tel: 0191 511 6000
Website: www.sunderlandcollege.ac.uk

Education Partnership North East (EPNE) is a dynamic partnership between Sunderland College, Hartlepool Sixth Form and Northumberland College, which has created one of the largest college groups nationally.

We are a leading training provider across the North East and beyond, with a proven track record for success. We can offer an extensive range of high quality training solutions tailored to your individual business needs. They can provide you with the opportunity to grow your business, motivate and upskill your existing staff and provide you with new talent to develop a workforce for the future.

Training solutions include:
Apprenticeships (for both new & existing staff)
Workforce development
Leadership & management training
Pre-employment training to recruit new talent

In addition, one of our dedicated Account Managers will provide you with expert advice and guidance throughout the process and ensure you make the most of government funding.



**University of
Sunderland**



UNIVERSITY OF SUNDERLAND

Contact: Nigel Pearson

Email: nigel.pearson@sunderland.ac.uk

Tel: 0191 515 3522

Website: <https://www.sunderland.ac.uk/study/higher-and-degree-apprenticeships/>

<https://www.sunderland.ac.uk/study/short-courses-cpd>

The University of Sunderland are an employer focussed University that delivers high quality work based education. The University offers a wide range of degree apprenticeships including CMDA, SLMDA, DTSP and Engineering as well as a wider portfolio of bespoke CPD. Come and talk to the team and discover how we will put you at the heart of delivery and provide end to end support through our dedicated Work Based Learning Team.



TYPE & TEST

Contact: Andy Stevenson

Email: andy@typeandtest.com

Tel: 017683 42821

Website: www.typeandtest.com

Since 2005 we have delivered accredited online typing training and an optional qualification to dramatically improve staff productivity and efficiency in this age of online communication. Recently we have expanded by offering a range of online interactive video e-Learning courses covering Health & Safety, Business Skills and Health & Social Care subjects.

Our courses improve performance, meet regulatory requirements and will save your business huge amounts of time and money. With new courses added frequently, we now have 86 titles and rising. All our courses are UK-built, are approved by appropriate professional bodies, are always up-to-date and include assessments leading to certification. And our customer support service is second to none!

At 'People Power', we are offering an introductory deal of 10 courses for just £100. So come and meet us at our exhibition stand for a friendly no-pressure chat about how e-Learning can help your business progress.

EXHIBITORS



THINK ELEVEN

Website: www.thinkeleven.co.uk



Think Eleven provide you with software & expertise to perform Talent Management and key processes vital to the success and performance of your people. Define your standards, set and monitor goals & targets, and ensure that your people are not just trained, but competent to carry out their roles effectively and efficiently.

Our online SkillStation solution provides you with visibility over every aspect of your people & talent, using intuitive and powerful competency management modules that provide robust and assessed evidence of competence. Ensure that your people are both trained, competent and compliant, with detailed evidence available instantly to breeze through your audits with ease. Our software is supported by friendly advice and industry expertise to ensure maximum return and value.

Come and speak to us, and discover why our customers say that we really are, "One better for competency management".



BEACON365 LTD.

Website: www.beacon365.co.uk

Beacon365 is a new and exciting venture, formed by people just like you. We're using a unique and novel approach to recruitment services that guarantees your vacancies are filled with amazing people who are both competent, and guaranteed to be a cultural fit with your business. We believe that organisations and candidates deserve a better experience in terms of candidate quality, customer service, and cost efficiency.

In our first few months we've already helped clients benefit from increased profits & efficiency, better attendance & reliability, and improved engagement & retention.

We are turning the industry on its head and providing huge returns. Come and speak to us to discover how our ground-breaking approach will beat any traditional recruitment and selection agency.

We're going to change your opinion of recruitment & selection.



TRANSITIONAL HR LTD.

Website: www.transitionalhr.co.uk

At **Transitional HR Limited** we support value creation, sustainability and growth within our client base. Employing an experienced HR professional on a full-time basis is expensive and we provide our clients with the additional expertise needed to develop winning teams and a positive culture that people can perform in and want to be part of.

Five things that our experienced HR Consultants will do for your business are:

- Ensure that your employment documents are de-risked and up-to-date
- Minimise the risk of successful employment claims
- Improve the success rate of recruitment decisions
- Help you to retain your key people
- Ensure that your people are equipped, motivated and incentivised to deliver business success

We ensure that all of the people issues are covered, which in turn helps to create the capacity that your leadership team need to focus on performance and growth.

“Your People Are Your Competitive Advantage.”



NEWCASTLE UNITED FOUNDATION

Contact: Ashley Lowe, Health & Wellbeing Manager

Email: ashley.lowe@nufc.co.uk

Tel: 0344 372 1892 (x8501)

Website: www.nufoundation.org.uk



The Newcastle United Foundation recently launched a campaign 'Be a Game Changer' using the power of football to engage men in conversations around health and wellbeing. The campaign aims to raise awareness and change perceptions of mental health in football fans and encourage them to be proactive in looking after both their physical and mental health. The talk will give ideas and tools on how to engage male employees with health and wellbeing campaigns in your workplace.



North East
Growth Hub

NORTH EAST LEP

Email: info@nelep.co.uk

Tel: 0191 561 5420

Website: www.northeastgrowthhub.co.uk



The North East Growth Hub is the leading digital platform for North East businesses to access range of business support, finance and funding, resource toolkits and events. Visit the Growth Hub and access the support you need to grow your business.



missmenopause.co.uk

MISS MENOPAUSE

Contact: Sharon Macarthur, Chief Educator

Email: sharon@missmenopause.co.uk

Mobile: 07793 291 409

Website: www.missmenopause.co.uk



Miss Menopause has been created to fill the void of educational services needed by women as they reach the menopause.

It's estimated that there are over 280 million days lost to presenteeism. So you won't find data on this problem as it is currently hidden. If you are not talking about menopause, you probably haven't covered wellbeing.


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