

## Afternoon Workshops

### John Henderson

Born in the Borders (Branding in Rural Economy)

### Digital Boost

Digital Marketing Strategy

### Skills Development Scotland

Skills for Growth

### Russell Dalgleish

How to grow your Business

### Kerry Allison – Connect Local

Collaborative Marketing for Regional Food and Drink Producers

### Scottish Enterprise

Managing People

An interactive session on differences between management and leadership

### Digital Boost

Facebook for Business

### Skills Development Scotland

Introducing the Apprentice Family

To book a place or for further information call **01835 818315** or visit  
[www.bgateway.com/scottishborders](http://www.bgateway.com/scottishborders)

Registration is from **8:45am** for a **9:30 start** and the event will run all day  
finishing around 4pm

*This Business Conference is fully funded and free to attend*

## Scottish Borders Business Conference Thursday 26<sup>th</sup> October, Springwood Park, Kelso



To book your place or for further information call **01835 818315** or  
visit [www.bgateway.com/scottishborders](http://www.bgateway.com/scottishborders)



EUROPE & SCOTLAND  
European Regional Development Fund  
Investing in a Smart, Sustainable and Inclusive Future



## Growing Your Business in a Rural Economy

Business Gateway has organised a one off event that aims to help your enterprise grow.

Taking place on Thursday, October 26<sup>th</sup>, the Business Conference will welcome four internationally renowned speakers to the stage in Springwood Park, Kelso.

The speakers will provide an insight into their fields of expertise at the event designed to appeal to firms of all sizes based throughout the region, from new start to established companies.

A series of nine afternoon workshops will then take place covering exciting and diverse topics designed to add value to all who attend.

A range of partners, including Skills Development Scotland, Borders College, Chamber of Commerce, Federation of Small Businesses, Scotland Food & Drink, and Scottish Enterprise, will be on hand to answer any questions.

Start-up and growth advisers from Business Gateway will also be available to provide advice and talk about support that could be available to help your business get to the next level.

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## Main Speaker Profiles

### Jaspar Roos



Jaspar Roos is a seasoned entrepreneur and a renowned authority in the field of innovation & transformation. Currently, setting up a new venture on transformational change, Limpid&co, Jaspar has previously been the Chief Inspiration Officer for ABN AMRO Bank and has become one of the pioneers in human technology, innovation culture, and new revenue models. Flying in from Amsterdam, Jaspar will give his insight on how to develop new ideas to grow your business, and offer his Innovation Playbook to delegates.

### Gerry Grant



Gerry studied Ethical Hacking at Abertay University, studying the way in which hackers exploit the vulnerabilities found in computer systems, completing projects on the weaknesses of public WiFi and encryption. Gerry is passionate about raising the awareness of Cyber Security and the steps that businesses and individuals can take to help improve their security to help keep them safer online. Gerry is now the Chief Ethical Hacker at the Scottish Business Resilience Centre and will bring valuable insight to how to keep your business safe online.

### Michael Welch, OBE



Michael Welch OBE is one of the UK's most highly rated entrepreneurs. Having sold Blackcircles.com, the online tyre retailer he founded when he was just 17, to Michelin in 2015, he continues to provide consultancy on international expansion. He is Managing Director of Full Circle Partners, a firm advising fast-growth companies on how to fund, scale, and exit, and chairs fashion tech start-up Atterley.com. He is also a strategic adviser to fast-growing US-based tyre retailer, SimpleTire.com. In an interactive discussion with Russel Dagleish, Michael will offer his experience and give insight to his business journey.

### Russell Dagleish



Originally from Selkirk, Russell has enjoyed the benefits of a highly successful international career and now focuses his efforts on supporting owners and boards of SMEs to devise and implement growth strategies. He maintains his links with the Borders as a board member at the technology company IQX. He is a regular speaker at events on leadership in business and has spoken at conferences in Los Angeles to Abu Dhabi. Russell is founding Managing Partner of the advisory group, Exolta Capital Partners. As well as speaking with Michael Welch on his experiences, he will host two workshops in the afternoon.

[See Workshops...](#)