

The Journey Ahead

Lessons from the Best in Business

Tuesday 23rd November, 8.30am-1.30pm
Lagan Valley Island Conference Centre, Lisburn



A FREE EVENT

Ideas and Inspiration
for those in the
following industries:
Freight & Logistics
Retail Motor
Passenger Transport

Event Sponsor:



**EUROPA
GENERAL**
An RSA Group Company

Event Partners:

**Skills for
Logistics**

GoSkills
Moving skills forward

IMI

THE INSTITUTE OF THE MOTOR INDUSTRY

The Programme

- 8.30am** Registration, Networking, Exhibition, Tea/Coffee & Scones
- 9.15am** Welcome – Greg Cejer, Operations Director, Skills for Logistics
Driving Sales & Profit – Jeff Smith
Steering Success – Hugh Daly
- 10.30am** Coffee Break, Networking, & Exhibition
- 11.00am** Sponsor Address – Jack McIllduff, Europa General
Managing Through Turbulence – Brian Ambrose
An Unforgettable Journey – Adi Birrell
Panel Q&A with Speakers
Final thoughts – Jeff Smith
- 12.45pm** Light Lunch, Networking & Exhibition
- 1.30pm** Event Close

Who Should Attend?

Employees, Managers & Owners from the:

- Freight & Logistics Industry
- Retail Motor Industry
- Passenger Transport Industry

Large or small, if you operate in, or with, these industries, you can't afford to miss this event!

What Will You Get?

- Inspiration & Motivation
- Knowledge & Ideas
- New Contacts
- Business Opportunities
- Fresh Perspectives on
 - Sales & Profit
 - Management & Leadership
 - Teamwork & Communication
 - Performance Improvement

The Best in Business

Jeff Smith, Best Selling Author & Speaker – Driving Sales & Profit

Jeff is a professional speaker who has made several programmes for Sky Television and is often called upon as an expert on business improvement. He speaks to audiences across different industries around the world and, with his background in the Motor Industry, is able to provide ideas and solutions to deal with many of the challenges facing businesses today. He will share his experience of implementing and using Key Performance Indicators for developing successful business strategies, especially in difficult times. Jeff brings common sense and clear direction to a world of confusion, helping businesses generate even greater results. His keynote address will specifically focus on generating sales and delivering profit.



Hugh Daly, Founder of Orchard Distribution and Professional Speaker – Steering Success

Suffering from dyslexia and with one GCSE to his name, Hugh left school at 16. By the age of 35 he had bought and sold successful businesses in the fitness and food industries and had an ever-increasing property portfolio in the UK and throughout Europe. An entrepreneurial journey that began at the age of 6 when his father gave him a pig, Hugh has witnessed the highs and lows that come with business and management. He now runs a successful wholesale and distribution business. Humble yet hilarious, Hugh Daly is passionate about business and what it takes for individuals and organisations to succeed. He will draw on his experience in haulage, wholesale and distribution to share his thoughts on what it takes to succeed in business.



Brian Ambrose, CEO George Best Belfast City Airport – Managing Through Turbulence

Brian began his career with an apprenticeship at Shorts, which was followed by several years within the aircraft design team. It wasn't until 1997 that he joined the Belfast City Airport as Operations Director and oversaw the construction of the current terminal, before being installed as Chief Executive in 2003. Brian oversees some 115 flights each day and approximately 2.6 million passengers each year. The airport has 1,500 personnel, including 41 different businesses located on site. 2009 saw Belfast City Airport buck the trend in terms of aviation. While many of the UK's leading airports recorded a double digit percentage decline in passenger numbers due to the ongoing economic conditions, Ambrose oversaw 2.5% passenger growth – outshining the likes of Heathrow, Manchester and Edinburgh. He has also managed the airport through ash clouds, proposed runway extensions and Ryanair's arrival and subsequent departure! He will share his thoughts on managing in turbulent times.



Adi Birrell, International Cricket Coach – An Unforgettable Journey

Originally from South Africa, Adi Birrell arrived in Ireland in April 2002 as National Cricket Coach. Under his leadership Ireland's cricket fortunes started to change, beating Zimbabwe, Kenya and the West Indies to qualify for the 2007 World Cup. Ireland's performance at the World Cup Finals caught the imagination of the cricket world when they tied with Zimbabwe and beat Pakistan on St Patrick's Day! This elevated Ireland into the 'Super 8' stage of the competition, which has been described by commentators as the biggest upset in World Cup history. Ireland went on to defeat Bangladesh to gain a top 10 World ranking for one-day cricket. Drawing on this experience Adi has delivered motivational talks for the likes of Microsoft, Bank of Ireland and Pfizer. He will share Ireland's unforgettable cricket journey and his views on the fundamentals of successful leadership.



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Book Your Place Now!

For more information or to book your free place email info@podiem.com or call **028 9076 1030**, detailing your name, organisation and email address.

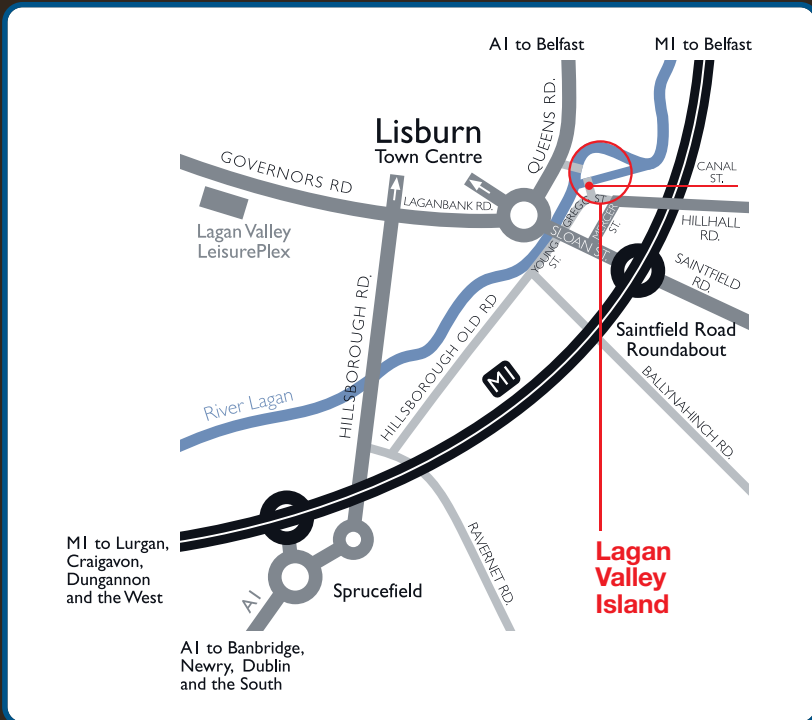
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Entrance to Lagan Valley Island is via Queens Road



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