

North of England Excellence & The British Quality Foundation  
2012 North West Excellence Conferences  
18<sup>th</sup> April 2012 - 09:30am to 12:30pm  
Parkway Green Housing Trust, 460 Palatine Road, Manchester, M22 4DJ

## Reducing Costs, Increasing Revenues, Enhancing Quality

The first of a series of 4 **FREE** conferences from thought leaders and industry experts discussing real examples of how successful businesses operate in today's challenging business climate

### Speakers

#### **Professor John Murphy – *Customer Management Developments***

John Murphy is Telefonica O2 Professor of Customer Management and Head of Corporate Relations at Manchester Business School. He is a pioneer and thought leader on the dynamics of customer management and advises numerous international organisations, including the British Council, Lloyds Banking Group, Santander, Shell and Telefónica O2 and the NHS. He is a Board member of the BQF and Chairs the Jury for UK Excellence Awards

#### **Theresa Grant**

##### **Acting Chief Executive Trafford Borough Council – *Transforming Public Services***

Theresa joined Trafford Council in 2009 as Corporate Director for Transformation and Resources; responsible for delivering real change in the organisation. She was appointed Acting Chief Executive in August 2011. Theresa is the Association of Greater Manchester lead on Improvement & Efficiency and Procurement. Theresa has also worked for Manchester City Council and on the Commonwealth Games

#### **John Leach**

##### **CEO Winning Pitch and Founder of the High Growth Foundation - *How the fastest growing companies think and behave***

John has over 25 years experience in business development and selling. He is an experienced entrepreneur and author of "Pitch perfect - Feel the Impact of a Winning Sales Approach" and "The Success factor". He is passionate about developing new thinking in business development

### Who Should Attend?

Chief Executives, Directors, Managers, Supervisors, and Consultants ....anyone who wants to improve their leadership capabilities and business performance

### What you will Gain

- Insights into the thinking of the leaders of some of the UK's most successful businesses
- The chance to network with business leaders from across the North
- Opportunities to question and discuss today's business issues
- Practical examples of how successful businesses reduce costs, enhance revenue, improve quality, and grow.

## Cost

ALL EVENTS ARE FREE OF CHARGE

Early booking is recommended as places are limited

## FURTHER INFORMATION AND BOOKINGS

For further information or to make a booking please call **01925 715245** or email [events@northofenglandexcellence.co.uk](mailto:events@northofenglandexcellence.co.uk)

**IF YOU CAN'T MAKE THIS ONE BOOK NOW FOR OTHER FREE INSPIRING EXCELLENCE CONFERENCES**

### North West

**11<sup>th</sup> MAY – 09:30am to 12:30pm**

**Liverpool John Moores University, Kingsway House, Hatton Garden, Liverpool L3**

#### **Professor Nigel Weatherill**

Vice Chancellor, Liverpool John Moores University

#### **David McElhinney**

CEO, Liverpool Direct

#### **Maarten Spaargaren**

CEO, Merseyrail

### North East

**2<sup>nd</sup> May – 09:30am to 12:30pm**

**GENTOO HOUSING GROUP, Emperor House, 2 Emperor Way, Doxford International Business Park, Sunderland SR3 3XR**

#### **Heidi Mottram**

Chief Executive, Northumbrian Water

#### **Peter Walls**

Chief Executive, Gentoo Group

#### **James Ramsbotham**

Chief Executive, North East Chambers of Commerce

### Yorkshire and Humberside

**9<sup>th</sup> MAY – 09:30am to 12:30pm**

**WAKEFIELD AND DISTRICT HOUSING, Merefield House, Whistler Drive, Castleford, WF10 5HX**

#### **Jonathan Wilkinson**

CEO, AESSEAL

#### **Peter Williams**

Commercial and Customer Services Director, East Coast

#### **Emma Wild**

Head of Knowledge Economy and Markets, CBI & author of the CBI's Future Champions Report

#### **John Huddleston**

Regional Executive, CBI Yorkshire and Humberside

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