



## FSB Steps to Start-up Conference

In Partnership with Birmingham City University

Thursday 28<sup>th</sup> September 2017

Birmingham City University, The Parkside Building, 5 Cardigan Street, Birmingham, B4 7BD

Registration 12.00 noon – Conference closes 18.30 p.m.

### Agenda

Time	Subject	Speaker
12.00 – 12.45	Registration, light buffet/refreshments and networking opportunity	
12.45	Laying the Foundations for Success <ul style="list-style-type: none"> <li>• How do I structure my company; should I be a sole trader, limited company, etc.?</li> <li>• Should I have directors/employees?</li> <li>• How do I deal with payroll?</li> <li>• What compliance/registration/licences issues do I need to be aware of?</li> <li>• Do I need to be VAT registered?</li> <li>• How do I pay my taxes?</li> <li>• How do I deal with Data protection?</li> <li>• What does Auto-enrolment mean to my business?</li> </ul>	Helen Lillis, Hill Lillis & Company
13.15	What support and advice can the FSB provide me with to help me on my journey?	Karen Woolley, FSB Development Manager
13.45	What support and advice can the Greater Birmingham & Solihull Business Growth Hub provide for my business?	Joan Smith, Greater Birmingham & Solihull Growth Hub
14.15	Do I have Intellectual Property? If so, how do I protect it?	Kelly Wren, Intellectual Property Office
14.45	If I decide to take on employees, what measures do I need to take to protect against claims for unfair or constructive dismissal?	Rianda Markram, Abbey Legal
15.15	<b>Tea/Coffee Break and Networking</b>	
15.45	Will my business be geared up for the digital age? How do I make the best use of social media to get my product/service to market?	David Taylor, DNAsix
16.15	How do I protect my business from potential cybercrime attacks?	DS Dan Chappelow, West Midlands Police
16.45	Employing Apprentices.	Judi Brazkiewicz, FSB West Midlands Policy Chair
17.15	Is export an option for my business? Exporting for beginners.	Christine Hancock, Department for International Trade
17.45	Innovating for Success and Growth. The importance of innovation for competitive advantage and growth of Start-ups.	Dr Mark Gilman, Birmingham City University
18.00	What does Brexit mean to start-up businesses?	Professor Alex DeRuyter
18.30	Conference Closes – Further networking opportunity	