

Plan your day

Conference and workshop schedule

Stronger
Together 2020



TIME SLOT	SPACE	DESCRIPTION
08.30am - 9.00am	TRADE SHOW (Wellington Suite)	Tea and coffee/time to visit trade show
9.00am - 9.15am	KEYNOTE THEATRE (Trafalgar Suite)	Welcome Rob Copley, Chairman Farm Retail Association
9.15am - 10.00am	KEYNOTE THEATRE (Trafalgar Suite)	Improving your media coverage Anna Jones Anna is a farmer's daughter and journalist, whose background includes directing BBC One's Countryfile, producing and presenting Radio 4's Farming Today, On Your Farm and Costing the Earth and reporting on agricultural issues for BBC News and the World Service. Anna is passionate about the disconnect between farming communities and mainstream media (particularly urban media) and will help us learn how to bridge the gap, make connections and get our message across effectively.
10.05am - 10.50am	KEYNOTE THEATRE (Trafalgar Suite)	Employee Engagement – do you have what it takes? Elizabeth Mills Elizabeth is an experienced commercial HR professional. She has worked with SME clients for over 20 years supporting them to grow and achieve great success through the performance of their people. Her passion and her work is all about people in business; from finding them, developing them and knowing how to get the best from them. She will explore: <ul style="list-style-type: none"> • The difference between job satisfaction and engagement • Have you got it? • How do you get it (or more of it)? Elizabeth will offer you practical tips to make sure you are achieving maximum performance from your employees.

Speakers



Rob Copley



Anna Jones



Elizabeth Mills

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<p>10.05am - 10.50am</p>	<p>WORKSHOP 1</p>	<p>Farm to Retail – Secure Planning Permission & Reduce Business Rates Barry Davies</p> <p>Davies & Co offer esteemed expertise in all areas of diversification. Barry can advise on local and national planning policies, help with planning permission and valuation for assessment of business rates - invaluable services for farmers and tenants wanting to diversify.</p> <p>Barry will explore:</p> <ul style="list-style-type: none"> • How to maximise value and avoid the pitfalls • Guidance on National and Local Planning including Permitted Developments to secure Planning Permission • Agricultural and Rural Planning issues for retail, leisure, commercial and residential • Maximising revenue and increasing revenue streams • Advice on the reduction of Business Rates liabilities, ensuring local authorities are kept informed and negotiating Liability Orders with councils.
	<p>WORKSHOP 2</p>	<p>The 15 steps you need to take to develop farmers markets beyond 2020 John Stanley</p> <p>John Stanley is one of the world's leading retail thought experts. He explores trends, ideas, and hands-on solutions from around the world, adapted to suit the UK market. He will share practical, proven ideas that will make an immediate, positive difference to your business. John and his wife have managed farmers markets and have a stall at farmers markets during the sweet chestnut season.</p> <p>Farmers markets, like other forms of retailing are having to relook at their model and design a market that appeals to future generations. What will the future farmers market look like? This session explores ideas in how to develop the market as a market manager and as a stall holder, presenting 15 steps for the future.</p> <ul style="list-style-type: none"> • What is the consumer looking for? • How will transactions take place? • What is the future for farmers markets?



Barry Davies



John Stanley

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<p>11.40am - 12.25pm</p>	<p>KEYNOTE THEATRE (Trafalgar Suite)</p>	<p>Building a successful butchery business Pat Whelan</p> <p>James Whelan butchers in Ireland are a fifth-generation business that continue to grow by majoring in quality and service, to a consistent level we have never seen before, anywhere.</p> <p>It is an interesting and fast expanding butchery empire that has stand-alone stores and also shops within top quality home retailer Avoca and also within Dunnes Stores (similar to Sainsbury's).</p> <p>Their creativity and business acumen is phenomenal. We have seen a lot of butchers in our time but this is truly something else.</p>
	<p>WORKSHOP 1</p>	<p>Great HR – getting the most from your people Elizabeth Mills</p> <p>Our first workshop with HR Professional, Elizabeth Mills looks at the best ways to define and review performance. Here, she will explore the 3 key components of staff performance:</p> <ul style="list-style-type: none"> • The importance of defining behaviours (and values) • 121 and appraisals • TAKE AWAY – performance review discussion tool.
	<p>WORKSHOP 2</p>	<p>Round table Farmers Market discussion Group discussion for market organisers and stallholders</p> <ul style="list-style-type: none"> • Discussion led by Janet Harrison, FRA Council and organiser of Abbey Leas Farmers Market • What have you taken from the session with John? • How can we work together going forward to support one-another.
<p>12.30pm – 1.45pm</p>	<p>TRADE SHOW (Wellington Suite)</p>	<p>Lunch break/time to visit trade show</p>



Pat Whelan



Elizabeth Mills

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1.50pm - 2.35pm	KEYNOTE THEATRE (Trafalgar Suite)	<p>Exploring key trends in food retail Paul Chamberlain</p> <p>Paul is the commercial director of the ACS (Association of Convenience). Acclaimed as the most prolific convenience store visitor worldwide, his extensive industry knowledge offers current and topical examples of best practice across the sector.</p> <p>Paul will take you on a visual journey around the world looking at key trends. He will explore how customers interact with stores and how technology plays a role. Paul will show how retail becomes a social space for the community and how retailers can change their offer to precisely meet local needs.</p>
	WORKSHOP 1	<p>Pat Whelan - Butchery <i>Exciting content being developed – more info to follow soon!</i></p> <p>Pat Whelan is a fifth-generation butcher from Clonmel, Ireland. The business is named after his father, James Whelan. This business majors in quality and service – if butchery is a key part of your business, there's much to be learnt from the Whelan way!</p>
	WORKSHOP 2	<p>Who are your performing employees, and what should you do with them? Elizabeth Mills</p> <p>Our second workshop with Elizabeth will tackle the tricky topic of ensuring your top employees feel valued and reach their full potential. You will look at:</p> <ul style="list-style-type: none">• Performance and Potential of employees• How to map your employees• What does it tell you• What activities do you do to reward and retain your good performers• TAKE AWAY – a personalised talent map of your team.



Paul Chamberlain



Pat Whelan



Elizabeth Mills

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<p>2.40pm - 3.25pm</p>	<p>KEYNOTE THEATRE (Trafalgar Suite)</p>	<p>Customer Experience - How good are you? Jonathan Winchester</p> <p>Jonathan is the CEO of insight6, one of the UK's leading brands on Customer Experience (CX). According to leading research, the CX your business delivers is officially more important than the price and quality of your products. Successful businesses constantly deliver a world class experience, and more consumers than ever are purchasing "experiences" as gifts. The opportunity to break the mould has never been more apparent. Consumers want a sustainable solution, great CX and superb product knowledge. The FRA is championing an initiative to help you identify CX "perception v's reality" in your business. Jonathan will explain what this means and explore why we should focus on the trends of the future rather than the past.</p>
	<p>WORKSHOP 1</p>	<p>Allergens & Labelling – how to save costs, drive efficiency & safely navigate 'Natasha's Law' Damian O'Kelly</p> <p>Damian is the founder of Nutritics, an award winning nutrition analysis and recipe management system. Already used by the food industry, healthcare professionals and academics, Nutritics makes the complexities of food information and regulation more accessible, and can enable better decision making, helping you save time and money. Damian will offer:</p> <ul style="list-style-type: none"> • A summary of your nutrition, allergen and labelling obligations in 2020 and beyond • An overview of the Nutritics platform (in association with The EPOS Bureau) • How can Nutritics help save costs and drive efficiency in your business? • An overview of new opportunities arising within prepacked goods and distance selling <p><i>Please note: Due to Intellectual property rights, this workshop is only open to Farm Retailers.</i></p>
	<p>WORKSHOP 2</p>	<p>Unlock the EPOS insights that will grow your business Duncan Syme</p> <p>Duncan Syme has over 20 years experience of working with retail data. His company helps retailers access the insights they need to grow and develop their customers. Here he offers guidance on utilising your EPOS data to best effect:</p> <ul style="list-style-type: none"> • How to mine the data you collect for insight gold that will help to grow your business • Practical examples of analysis that can be recreated in any Farm Shop with an EPOS system • TAKE AWAY –a hand-out on the seven insights of highly effective retailers.



Jonathan Winchester



Damian O'Kelly



Duncan Syme

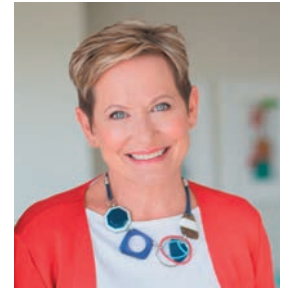
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3.30pm – 4.15pm	KEYNOTE THEATRE (Trafalgar Suite)	<p>Social media - build your audience Susan Hallam MBE</p> <p>Susan is the CEO of Hallam, a strategic digital marketing agency. Food retailing is changing and changing fast. From ASDA to Aldi, Morrisons to M&S – there has never been more choice. So, how do we get more customers to choose us?</p> <p>We know that loyal customers value high quality local produce, excellent service and sustainable shopping. But how can we extend our reach more effectively?</p> <p>Susan will talk about social media marketing and how we can make our online presence work better for our business, inspiring attendees with practical take away tips.</p>
4.15pm – 4.30pm	KEYNOTE THEATRE (Trafalgar Suite)	<p>Close Rob Copley, Chairman Farm Retail Association</p>



Susan Hallam MBE

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and contributors

