

# 2022 Boston 1 Accelerator for Logistics businesses (virtual/f2f – TBC)

The dates below are for a virtual programme. If delivered f2f instead, the programme will be delivered over fewer days, but some of the days will be longer.

e.g. Effective Business Plans Part 1 and Part 2 will be delivered over one-full day instead of 2 x ½ days

Date	Time	Presenter	Session
WEEK 1	-	-	Induction
Wed 5 <sup>th</sup> Jan 22	2 hours	Rebecca Webster, Business Advisor	Meet the entrepreneur: Informal round table discussion
Thurs 6 <sup>th</sup> Jan 22	30 mins	tbc	Meet the entrepreneur: Informal round table discussion
Thurs 6 <sup>th</sup> Jan 22	30 mins	tbc	Meet the entrepreneur: Informal round table discussion
WEEK 2	-	-	-
Wed 12 <sup>th</sup> Jan 22	½ day	tbc	Effective Business Plans (part 1): Interactive workshop
Thurs 13 <sup>th</sup> Jan 22	½ day	tbc	Effective Business Plans (part 2): Interactive workshop
WEEK 3	-	-	-
Wed 19 <sup>th</sup> Jan 22	½ day	Emma van Nieuwenhuijzen, Senior Marketing Manager, Shooting Star	How to write a Killer Marketing Plan (part 1): Interactive workshop
Thurs 20 <sup>th</sup> Jan 22	½ day	Emma van Nieuwenhuijzen, Senior Marketing Manager, Shooting Star	How to write a Killer Marketing Plan (part 2): Interactive workshop
WEEK 4	-	-	-
Wed 26 <sup>th</sup> Jan 22	1 hour	Mike Stokes, Director, Exportential Ltd	International trade for manufacturing businesses
Thurs 27 <sup>th</sup> Jan 22	2 hours	Keith Reynolds, Logistics Sector specialist, NatWest plus others	Meet the industry experts: Panel session with Manufacturing businesses
WEEK 5	-	-	-
Wed 2 <sup>nd</sup> Feb 22	2 hours	Rebecca Webster, Business Advisor	Effective Business Administration: KPIs & the drivers of profitability
Thurs 3 <sup>rd</sup> Feb 22	½ day	Craig Collinson, Leadership & Communications consultant, Craig Collinson Ltd	Effective Communications: Interactive workshop
WEEK 6	-	-	-
Wed 9 <sup>th</sup> Feb 22	2 hours	Russell Copley, Director, Greenborough	Funding your growth
Wed 9 <sup>th</sup> Feb 22	2 hours	Amber Lauder, Local Enterprise Manager, NatWest	How to deliver a great pitch
Thurs 10 <sup>th</sup> Feb 22	2 hours	Laura Mallaburn, Business Support & Angel Network Manager Lincoln Science & Innovation Park	Investment readiness & what makes a great pitch
Thurs 10 <sup>th</sup> Feb 22	1 hour	tbc	Meet the entrepreneur: Informal round table discussion
WEEK 7	-	-	-
Wed 16 <sup>th</sup> Feb 22		Craig Collinson, Leadership & Communications consultant, Craig Collinson Ltd	Perfecting the pitch: Pitching practice with feedback
Thurs 17 <sup>th</sup> Feb 22		Rebecca Webster, Business Advisor	Perfecting the pitch: Pitching practice if needed
WEEK 8	-	-	-
Wed 23 <sup>rd</sup> Feb 22	Tbc	The panel:	Pitching event – group 1: 20 min slot per participant
Thurs 24 <sup>th</sup> Feb 22	Tbc	Vicky Addison – chair Rebecca Webster – facilitator Business Lincolnshire – tbc Accountant –tbc Industry rep – tbc	Pitching event – group 1: 20 min slot per participant