

## SME Business Practice Conference (online)

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### Adapting and thriving in a changing landscape

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**Wednesday 13 October 2021**

#### Session 1

**13:00 Day 1 welcome & introduction:** Kate Leighton, Director – Static Dynamic

**13:05 Keynote: Adapting and thriving in a changing landscape:** Matt Byatt, Director – Subteno Ltd & Vice-President – IStructE

**13:30 Adapting to the pandemic's lasting impact on your business:** John Staves, Managing Director – Michael Aubrey Partnership

**13:50 Q&A**

#### Session 2

**14:05 Panel discussion: Building business alliances:** Eleanor Ball, Director – Graphic Structures, Phil Isaac, Co-Founder – Simple Works & Bola Ogunmefun, Director – Tisserin Engineers

**14:25 Q&A**

**14:35 Break**

#### 14:45 Session 3: breakout groups (attendees to select one)

**SME recruitment:** Jonny Yusuf, Director – DYSE Structural Engineers

- Update on changes to the legal landscape
- Top tips to attract and retain talent: making time to recruit, flexible recruitment, contractors
- What do employees expect?
- Creating a positive work environment

**IPD & CPD in an SME:** Andrew Nicholson, Director - The Fire Surgery & Roshni Wijesekera, Senior Fire Engineer – The Fire Surgery

- Offering a credible route to Chartered Membership
- Making time for a CPD training programme
- Skill development in smaller practices
- Training graduates without face-to-face access to mentors

**Business development in a remote working world:** David Bell, East of England Regional Chair – Federation of Small Businesses and CEO – Simboc Ltd

- Effective ways to build your network and attract new business online
- Best practice for engaging with peers, clients and contractors online
- What are the most effective digital tools to use?

#### Session 4: Managing your risks

**15:30 Insurance:** Charlotte Durham, Insurance Broker – Griffiths & Armour

**15:50 GDPR:** Keith Budden, Managing Director – Ensurety

**16:00 Q&A**

#### 16:10 Session 5: Virtual social session

**Session 6**

- 13:00** **Day 2 welcome & introduction:** Kate Leighton, Director – Static Dynamic
- 13:05** **The practicalities of doing things sustainably:** Will Arnold, Head of Climate Action – IStructE, Alison Church, Principle – Jackson Church & Max Clayton, Senior Engineer – Structure Workshop
- 13:25** **Q&A**

**Session 7**

- 13:40** **Panel discussion: working collaboratively across the built environment**
- 14:00** **Digital design tools: an update:** Ashley Kacha, Senior Engineer (Computational Design) – IStructE
- 14:20** **Q&A**
- 14:35** **Break**

**Session 8**

- 14:50** **Health promotion: taking care of yourself and your team:** Sally Desborough, Founder – Your Wellbeing Hub
- 15:10** **Closing keynote: Innovation:** Ingrid Chauvet, Director – RISE Structural Engineers
- 15:35** **Q&A**

**15:45** **Session 9: Virtual social session**

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This programme is subject to change.

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