

Welcome to Yorkshire

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Helping Yorkshire businesses race ahead

Customer service, perfect PR and social media skills are all under starter's orders at the next Welcome to Yorkshire Y Hub.

This essential business event is being held at Wetherby Racecourse on Wednesday 20 September 2017 and there is still time to book your place.

The hot tip of the day is the flagship business growth workshop being delivered by Jo Tomlinson MD of Businessworks UK.

Jo's growth-coaching clients regularly see their turnover double in the space of just one year after working with her and she'll be sharing some of her wisdom on the day.

Jo said: "As a growth coach I look for ways that people can generate the kind of business they originally wanted to achieve. We get caught up in our day jobs - tax returns, deadlines, paperwork – the things you never set out to do when you start up a business. It's easy to get disheartened but coming to an event like this can really build people up.

"Having your own business can be a lonely place. Whatever issues people are facing, they get it into their head that they are the only ones experiencing those kinds of problems. It's not just you, and there are a lot of people around who can help and support you.

"I hope people will leave the event feeling buoyed up, encouraged, motivated and knowing they are not on their own. The networking aspect of the day is phenomenally important because you meet all sorts of other people who are in the same situation, and people see their problems are not unique."

As well as training opportunities, the event sees dozens of our county's outstanding suppliers showcasing their incredible product ranges, from printers to farm shops and banks to hotels.

There are still a limited number of stands available for Welcome to Yorkshire supplier members. However, for the first time, both members and non-members are welcome to attend the event.

Workshops and training available on the day:

11.45 – Perfect Your PR Workshop

With the Welcome to Yorkshire Press Team

Brush up on your PR skills or learn from scratch how to get the media's attention. This workshop will give you the tools to get started, such as basic press release writing and tips on what does and does not make a news story.

12.30 – Business Growth Workshop

With Jo Tomlinson - "Growth is never by chance; it is the result of working together"

Yorkshire Business owners will share their success stories about start-ups and attaining business growth, and a Q&A will follow. This flagship event will be chaired by Jo Tomlinson from Business Works UK Ltd using Welcome to Yorkshire case studies.

13.30 – Customer Service Workshop

With Shopper Anonymous - "Customers: Love 'em or Lose 'em."

During the workshop Shopper Anonymous will showcase simple tips to improve customer experience including the importance of creating a fantastic first impression, timely follow up, appropriate communication tailored to the customer, and the significance of good body language.

14.15 – How To Make Your Business Wildlife Friendly Workshop

With Tom Marshall from the Yorkshire Wildlife Trust

Meet the Nature Triangle's Tom Marshall and other local businesses. Hear about the latest FREE information and advice available for you and your customers.

15.00 – Social Media Workshop

With the Welcome to Yorkshire Digital Team

Know your friends from your followers with the very latest tips on making the most of social media for your business. The talk will have something for everyone, whether you are an experienced tweeter and poster or just dipping your toe in the rapidly moving seas of social media.

Additional Information:

Wetherby Racecourse has an onsite café where refreshments will be served all day. Ample break-out space is also available along with free car parking and easy accessibility.

There is also the chance for all businesses who register and attend this year's Y Hub to win a year's free Welcome to Yorkshire membership.

Also up for grabs, if you register and attend the event, is a two-night stay for two people at The Majestic Hotel in Harrogate. Your stay will include overnight

accommodation in a twin/double room, full English breakfast, complimentary car parking and full use of the hotel's leisure facilities.

To attend this event, register [here](#), or you can contact Libby Lawrence on llawrence@yorkshire.com or on 0113 322 3564.

- ENDS -

Images: Jo Tomlinson MD of Businessworks UK

Editors' Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire
- Key facts include:
 - Tourism in Yorkshire is worth £7 billion annually
 - The county's tourism and hospitality industry employs almost a quarter of a million people

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