

## **Top business tips on offer at retail masterclass**

Businesses in South Yorkshire are invited to sharpen their skills at a retail masterclass – with top tips from experts Ed Watson, Aliza Reger and Kate Hardcastle.

The exclusive event, hosted by Welcome to Yorkshire, includes professional speakers and Q&A sessions to help businesses thrive.

On hand to offer his pearls of wisdom is Ed Watson, who has two decades' experience in retail PR – most recently as director of PR at Debenhams where he was credited with pushing the department store's use of more diverse models and the banning of retouching to alter models' body shapes. Prior to that he spent nine years as head of PR at Asda.

Also speaking is queen of lingerie Aliza Reger, the owner of one of Britain's most beloved brands. Her company Janet Reger this year celebrates 50 years of successful trading. She has featured across national media with her opinions and is sure to have plenty of tips on offer.

Award-winning consultant and entrepreneur Kate Hardcastle is founder of business consultancy Insight with a Passion and The Consumer Whisper and will also be at the event. She is a regular contributor and industry commentator to Sky News and BBC, and is often referred to as the "Queen of customer service" as it is central to her belief of how the retail sector can engage with consumers.

Stefano Ispani will also talk about how he took Ponti's Italian Kitchen from London to Sheffield.

The masterclass is completely free to everyone and will take place at Sandersons Boutique in the fantastic shopping destination of Fox Valley, Sheffield, on November 22, 2017.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: "Our retail masterclasses really are a fantastic tool for businesses to get inside information from experts in the field, ask questions and network."

## ENDS

### 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 industry employs almost a quarter of a million people

For more news and a free image bank <http://www.yorkshire.com/mediacentre>

### For further information contact:

**Rebecca Penston – Press Officer**

Email: [rpenston@yorkshire.com](mailto:rpenston@yorkshire.com)

Direct line: 0113 322 3578

Mobile: 07581 575 220