

# THE BETTER



# DIRECTOR

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## What is it?

This half-day workshop is aimed at owner managers and/or directors of growing, ambitious businesses. Those with over £1million turnover and/or ten plus employees who want to take their business to the next level and make key changes to get there. Based on cutting-edge research and surveys of successful growing businesses, Robert Craven shows delegates what they can do to positively improve their financial performance - without destroying their bank balance. Not for the faint-hearted.

## Sponsorship Opportunity

As a key local business you will know how sponsorship of events is one of the most cost-effective ways of reaching your target customers. Standing alongside national brands, you will be able to demonstrate your credibility and authority in the local business community. Sponsoring one of these events enables you to increase your profile, ensuring you communicate with your target customers, selling your products and services to boost profit.

The package includes up to 20 places for your existing and potential clients, distribution of literature and display prominence through pop-up stands or banners.

For more information on how to get involved contact us now:

[www.better-director.com](http://www.better-director.com)

email: [info@better-director.com](mailto:info@better-director.com)

tel: 01225 851044

## “Challenging, Honest and Goading”

### Dates & Locations

Wednesday 13th May - Bristol  
Thursday 14th May - Swindon  
Wednesday 10th June - Reading  
Thursday 11th June - London  
Wednesday 8th July - Manchester  
Thursday 9th July - Leeds  
Wednesday 15th July - Portsmouth  
Wednesday 16th September - London  
Thursday 17th September - Cambridge  
Wednesday 23rd September - Exeter  
Thursday 15th October - Birmingham  
Friday 16th October - Cardiff

### Content & Timing

The seminars are based on Robert's recent work, focusing on how you can improve financial, marketing and operational performance to significantly boost sales and profits.

**08.30** - Welcome and coffee

**09.00** - Start

**10.45** - Coffee

**12.30** - Networking

**13.00** - Close

### About Robert Craven

Robert Craven is managing director and founder of The Directors' Centre - the consultancy for fast growing ambitious businesses. He is author of 'Beating the Credit Crunch' and 'Kick-Start Your Business' (with foreword by Sir Richard Branson).

The Financial Times describes him as 'the entrepreneurship guru', The Independent says he is 'truly inspirational'.

[www.robert-craven.co.uk](http://www.robert-craven.co.uk)

