

**HOW DO YOU
ENGAGE WITH
MICRO
BUSINESSES?**



MAKING LIFE BETTER FOR MICRO-ENTERPRISES

DO MICRO-BUSINESSES MATTER?

If it has 0 to 9 employees, it's a micro-business.

According to research released by the Department of Business, Innovation and Skills in October 2013 there were 127,000 more businesses than the previous year starting out and employing no one.

Most of the innovation, creativity and growth in the UK economy comes from the 5 million-strong, micro-enterprise sector.

At least half a million micro-enterprises start each year across Great Britain - that is the equivalent of the population of Edinburgh setting up their own business every year.

Can you afford to not understand their needs?

Whether you are a member of the board, senior management team or the customer-facing department that feels you need to understand or engage with micro business customers, then **The MicroBiz Matters Show** is for you.

It will give you a clearer outlook on how microbusinesses think, what they want and how they expect to be treated - after all, their needs are very different from those of bigger business.

Our **MicroBiz Matters Show** is not a one-size-fits-all offer – this is about tailoring our training programme to make sure you get what your company needs.

WHAT DO WE KNOW?



Driven by a passion for micro business that stems back decades - more decades than they would like to admit - Tina Boden and Tony Robinson OBE set out on a mission in 2011 to make life in micro business better and fairer, and in January 2012, Enterprise Rockers was launched.

Without funding or sponsorship, but with a belief that something had to change for the smallest businesses in the UK (after all 1 in 6 of the UK workforce is now running their own business and it is predicted by 2020 1 in 5 will be), Tina and Tony invested their money to back their belief, and the foundations for the Enterprise Rockers community interest company were laid.



Tony Robinson OBE

Tony has been running his own business for over 27 years and is regarded by his peers as one of the UK's leading experts on enterprise promotion, policy, skills and development. He is passionate about finding every possible way to help people earn a decent living through starting and running their own micro business.

In 2001, Tony received an OBE for services to small firms and training and has received two lifetime achievement awards in 2012 and 2013 for his work in Enterprise.



Tina Boden

Tina is 3rd generation self-employed and has been running her own businesses for nearly 25 years since the age of 21. Having never employed more than 5 people, Tina really is a micro business specialist as well as an independent business ambassador, a strategist, networker, collaborator, speaker, writer and giver of time.

In 2012, as a commitment to what she believes in, Tina pledged only to buy goods and services from independent businesses and now spends around 95% of her shopping budget with them.

WHAT A DIFFERENCE A DAY MAKES!

An ideal group size of 50+ members of staff will be needed to make the training session a success, in a room that will be set out in theatre style to give it that extra game show feel. This itinerary shows an example of how the session might look:

9.00 am – Arrival and refreshments

9.30 am – **The MicroBiz Matters Show** will be hosted by Greg Scott, an entertainment and broadcasting professional who has been in the industry for over 25 years. Tony and Tina will choose 4 members of the audience each to make up their teams before embarking on a 3-part quiz show that will help the audience understand the needs of micro business owners.

10.45 am – Networking and refreshments

11.15 am – Q & A with Tina Boden and Tony Robinson OBE

12.15 pm – Networking and lunch

1.00 pm - Close

Enterprise Rockers is an independent community interest company, co-founded by Tina Boden and Tony Robinson OBE in January 2012 to make life in micro business better.

The team wants to ensure larger organisations engage with micro business owners in a way that brings benefits to both parties and this programme of services has been created to help with that. This is not a one-size-fits-all offer - this is about tailoring our training programme to make sure you get what your company needs.

**Contact us now to arrange a meeting
- together we can make your
organisation *rock!***

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