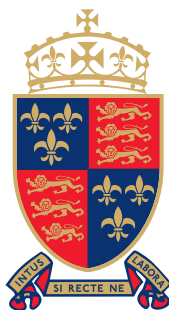


Enterprising Futures Conference

PROGRAMME

Barnes Theatre & Hodgson Hall
Friday 2nd May 2025
9.00am–1.00pm





Enterprising Futures Conference

PROGRAMME

9.00am – 9.15am	Introduction, Chris Wain
9.15am – 10.00am	Keynote Speaker, Hollie Whittles
10.15am – 11.00am	Workshop One
11.00am – 11.25am	Break Time
11.30am – 12.15pm	Workshop Two
12.20pm – 1:00pm	Q&A with the speakers and closing comments



Introduction

‘An *entrepreneur* is an individual who creates a new business, bearing most of the risks and enjoying most of the reward’.



You may have family members who run their own businesses. You may want to do this yourself one day. Even if you do not, the skills you need to successfully run your own enterprise are transferable to multiple professions; teamwork, creativity, problem solving, customer service, resilience, leadership - the list goes on.

Our fourth Enterprising Futures Conference is an exciting programme for the Third Form, where business owners and entrepreneurs in the making are offering their valuable time to share their stories of enterprise and sow the seeds of what your future could look like in an ever-changing workplace. Hollie, our Keynote Speaker, will reflect on her career to date and the current impact of AI on the world of work, and is joined by numerous inspiring individuals who have designed workshops for you to bring skills for the workplace to life.

The conference will conclude with a Q+A session, where you can discover how the speakers started their business journeys and learnt valuable skills along the way. What work experience did they do? What challenges did they face at school? Who inspired them? The conference is a chance to learn how to develop your own enterprising future.

We are also delighted to welcome pupils from Bridgnorth Endowed, Meole Brace, William Brookes and Hadley Learning Community to what will be a fantastic event.

Come with a positive attitude, plenty of energy and be sure to thank our visitors for their valuable time.

Chris Wain, Head of Futures



■ PurpleFrogSystems.com

■ PowerBISentinel.com

■ FraggleWorks.com

Hollie Whittles - Keynote Speaker

Hollie Whittles is an award winning TEDx speaker, author and Director of global data analytics and AI consultancy, Purple Frog Systems. She is also a UK and US Director of Power BI Sentinel and FragglesWorks. Her passion is to educate, entertain and engage.

Spending more than 7000 hours speaking to audiences across the UK, she has helped hundreds of business owners to digitally transform. Hollie is in constant demand. Her charismatic and knowledgeable approach empowers people to get the results they want through adoption of the right technology, strategic planning and digital tools.

Hollie is also the National Policy Skills champion for the Federation of Small Businesses (FSB) and is the Vice Chair of the GTIA UK & Ireland Community Executive Council. She also sits on the Boards for Digital Leaders, the Careers & Enterprise Company and is a Governor at Telford College.

In 2024, Hollie was presented with a Women In STEM award at the House of Lords. In 2023, Hollie was a finalist in the Digital Women awards in the digital woman of the year and role model categories, she was also noted as a top digital woman to watch. In 2021, Hollie was awarded in the UK Spotlight Awards for her work in the UK Business Technology Community by CompTIA. In 2020, she was named as one of the top 40 Women in Tech by Digital Women and won the national WomanWho awards in the business networking category. She was presented with a certificate from the British Computer Society for her work in the UK digital industry in 2018. In 2014, Hollie was voted one of the Top 50 Women in Tech by PCR Online and was Woman of the Year finalist.

Workshops

1. Al Duffield: Going Against the Grain

This workshop will be focused on start-ups, specifically raising money from the right people and going against the grain when it comes to pioneering new consumer spaces/ideas. Don't do what others are doing!

2. Andy Goff: The Power of Connections

How deep are your connections? What ignites your curiosity? How attuned are you to the problems around you, and what solutions do you envision? Join Andrew in this dynamic workshop where he'll unveil the strategies that have propelled his ventures from mere ideas to flourishing successes. Discover your potential to craft the next unicorn business. If you're ready to turn ideas into action, this workshop is your starting line. Connect with your future, connect with success - let's get started!

3. Charlie Rogers: Undefinable life design

Designing your life isn't easy. Especially when there are an infinite number of paths to choose from. In this workshop we'll use the undefinable life design model to help you understand what makes you unique, the kind of life you want to design and how you can create value for others in it.

4. David Farley: Developing your Character

To properly fulfil your potential, it helps to start by understanding yourself. Expect an interactive session to assist you in recognising the skills and qualities most sought after by employers; before considering how you can develop your own character to optimise your chances of success in your chosen path.

5. James Parkhouse: Leading in a crisis

In March 2020 the travel business I had built and led for 10 years, with 650 staff, £40m a month of bookings and hundreds of clients saw, almost overnight, 98% of its revenue disappear.... with no idea when/how it would return. How can you respond as the leader of a business, with so many lives directly impacted, when something

like this happens? There is no manual for an event like this... but I can share my first-hand experience of leading in a crisis and what have learned from it that I hope might have some useful insights for you in whatever field you go into.

6. Kaye Heseltine: Design Your Brand - A Creative Journey into Logo Design and Business Branding

In this exciting and hands-on workshop, students will dive into the world of branding and logo design. Students will explore the essential role branding plays in the success of a business and understand why a strong visual identity is crucial for any company. They'll discover how logos are more than just symbols, they communicate the values, personality and vision of a brand.

By the end of the workshop, students will have a deeper appreciation for the importance of branding in business and the skills to craft a logo that not only represents a company but also captures the essence of its story.

7. Mark Boddington: Why Personal Branding Matters

Do you want to achieve your life's goals in education (school life), professionally (work life), socially (home life) and personally (skills, hobbies and giving back)?

During this workshop you will actively work on how you can improve your personal brand, and Mark will share career and life stories of why personal branding matters.

8. Peter Bayley-Hill (Workshop 1): To Buy or Not to Buy - What Makes a Popular Product or Service?

Why do we choose certain products and services? When faced with different options, how do customers make their choices? In this session, we learn why some new products and services become popular, quickly, and why others remain unsold and unwanted. We explore what the word "value" actually means and discover the one factor which must be offered to customers to ensure that they'll make a purchase.

We put the audience's decision-making skills to the test in the group activity "Rock & Roll". Participants will need to choose the right product to win the game!

9. Peter Bayley-Hill (Workshop 2): Zero to Hero - What Makes a Successful Entrepreneur

Some entrepreneurs seem to find success easy; others will struggle, but what makes someone more likely to be successful in business? Some think success is about hard work and resources, planning and innovation; others say it's about gambling and opportunity, dreaming and enthusiasm.

In this session, we explore what makes someone successful as we play the group challenge "Outside the Box". Everyone can be successful but only a few will win! The audience will leave knowing the keys to unlocking business success, and the challenges they need to face in order to build on their strengths and to address their weaknesses.

10. Rik Bhatt: Investing and Speculating

In this interactive and engaging workshop, students will uncover the key differences between investing and speculating - and why understanding this distinction is crucial for long-term financial success. We'll explore the principles of building lasting wealth, breaking down the strategies that smart investors use to grow their money over time. But this isn't just theory - students will step into the shoes of a financial planner, tackling real-life case studies to apply their knowledge in a hands-on, practical way.

Get ready to challenge your thinking, develop essential financial skills, and take your first steps towards a secure financial future!

11. Ryan Smith and Tom Parker: Be Money Wise

In this session we will be looking at the benefits of developing good financial habits early and looking at whether the students consider themselves to be savers or spenders. No matter whether you are a saver or a spender, budgeting is an important skill, and this workshop will run an exercise around essential vs discretionary spending.

12. Sian Brennan-Todd: Confidence

Sian will run a workshop on how to build your confidence, stay positive and looking at how self-confidence is already a part of our lives and how we can increase it! We will discuss setting goals and the 3 key areas to grow your confidence.

13. Theo Millward: Finding your Entrepreneurial Spark

Ever wondered where some of the most successful ideas in the world come from? In this session, you will be in the driving seat. Working together as a team with your fellow pupils, you will explore a variety of techniques to help you search for a hidden opportunity that might just be the next big thing!

14. Tim Luft: Sales for a Small Business

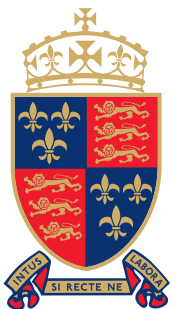
Tim's workshop will focus on Sales for a small business - we will see how to perfect a 2 minute elevator pitch and give each of the students time to create their own pitch and run a practical exercise giving everyone the chance to contribute.

15. Tom Fletcher Wilson: Effective Communication

Even in a world of AI and ChatGPT, communication skills are still vital for job interviews, to your teachers or classmates. This session will showcase critical techniques to inform, convince and describe your thoughts and ideas. You will learn how to communicate who you are, what you aim to achieve, and how you can add value in specific scenarios.

16. Victoria Hill: Elevator Pitch

In this interactive workshop, pupils will learn more about core employability skills and how they can be demonstrated through effective pitching. It's time to share your strengths!



Our Speakers



Al Duffield (OS)

Al has a FMCG background having led teams in some of the UK's fastest growing PE/VC backed start-ups/SMEs. Al started VITAL drinks in 2024 which plays in the vitamin and gut health space. VITAL was one of the fastest growing drinks brands in the UK in the last 12 months and is expanding into Europe later in the year.

Despite not being particularly healthy Al is a keen athlete and holds a world record in the Marathon des Sables and is one of 300 globally to have completed 10 consecutive full 'IRONMAN's in 10 consecutive days.

■ vital-drinks.co.uk



Andrew Goff

Raised on a farm on Exmoor, Andrew's journey from rural roots to technology entrepreneur embodies a diverse career. With an engineering degree and a passion for teaching, he influenced young minds at Merchant Taylors' School in London while balancing a rugby career with Wasps.

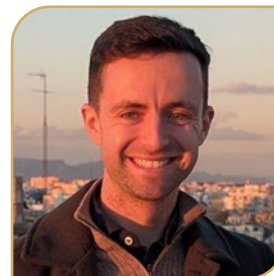
Andrew designed educational workshop machines still manufactured and sold worldwide today. Further to his teaching career Andrew has pioneered innovative projects for giants like Intel, Microsoft, Oxford University Press and Sony PlayStation.

Today, Andrew is active across multiple enterprises developing the integration of AI in education and developing initiatives focused on Corporate Social Value to enhance career development in schools.

■ coforge.com

■ career.cards

■ io.uk.com



Charlie Rogers (OS)

Charlie is an undefinable man on a mission to help individuals who intentionally live beyond conventional labels to design their life for uniqueness. He's spent years figuring out how to lead with his uniqueness. Starting (and closing) businesses, competing for GB and building a portfolio of meaningful value streams. He's designed his life for impact, connection and adventure, learning that it's not about rejecting structure, but about intentionally creating a life that works for him.

He now helps others to do the same by providing intimate spaces through his non-profit undefinable community, meaningful careers through his life design coaching, chief of staff services and flexible organisations through his keynote speaking. Alongside this he has recently finished a first draft of his upcoming book 'Undefinable Life Design' that he is planning to release in late 2025, and is sharing his journey and insights writing it in his newsletter of the same name to 1,100 monthly readers.

■ linkedin.com/in/realcharlierogers



Kaye Heseltine

Kaye is a passionate graphic designer who helps ambitious business owners create vibrant, strategic branding that truly reflects them, so they can show up with confidence, attract dream clients, and grow with ease.

With years of design experience, Kaye launched her own business three years ago to do what she loves while juggling the madness of raising her two boys. She believes in the power of good design and can talk for hours about why it matters!

■ linkedin.com/in/kayehdesigns



David Farley

Based in Shropshire, David has been working as an independent Agribusiness consultant since 2017. Passionate about food and farming, he applies the knowledge and expertise drawn from working across UK and International supply-chains through his consultancy, AgriEnable - delivering change for food and farming clients.

Specialising in the leadership and delivery of collaborative projects, he works with clients ranging from Agri-tech start-ups and family businesses to DEFRA, major retailers and FareShare, the UK's largest distributor of surplus food to those in need.

With food security, climate change and supply-chain transparency firmly on the broader agenda, David's approach is to work with clients in aligning their people with strategy and technology, enabling them to deliver the changes required to secure both an environmentally and financially sustainable future.

■ agrienable.co.uk



Ryan Smith

Ryan first moved into the Financial Industry in 2018 and is a fully qualified Financial Planner. Having initially studied engineering, Ryan brings that same analytical approach to financial planning, referring to it as 'financial engineering', the art of finding simple solutions to complex problems. He is passionate about applying his experience in coaching and finance to create effective, efficient, and relatable financial plans for his clients.

■ brightwm.co.uk



Mark Boddington

Three of Mark's relatives were old Salopians, however Mark was educated at Rugby School. Driven by a passion for design and furniture making, Mark opted out of the family's brewing business to train under the renowned furniture designer John Makepeace OBE and in 1985, at the age of 21, Mark founded his company Silverlining Furniture in Cheshire.

The company which now has 72 designers and craftspeople, embraces innovation, exceptional craftsmanship, and state-of-the art technology to create furniture for iconic land, sea and air projects, worldwide. Mark along with his wife, Tara are creating a legacy through the company's Academy of Skills and supporting the Queen Elizabeth Scholarship Trust and Heritage Crafts Wales to protect endangered crafts through mentoring and give financial support.

■ silverliningfurniture.com





James Parkhouse

James has over 25 years' experience in business leadership, management consultancy and programme management in both Private and Public sector organisations in a wide number of industries such as telecoms, energy & utilities and professional services. During his 15-year tenure as CEO of Agiito, one of the UK's largest business travel, meetings and events companies, he designed and executed the strategy, led multiple mergers and acquisitions of specialist companies in the sector alongside making significant investment in market-leading technology products and services to create a unique award-winning business in the sector.

Alongside leading Agiito he has spent 4 years on the board of the Business Travel Association and on the board of the international travel network - GlobalStar. He left Agiito early in 2023 and moved into business advisory services where, using his extensive sector experience, supported a wide range of clients in designing and executing their strategies. In November 2024, he decided to go back into business leadership when he was asked to become the CEO of Take2Eton – a very different travel company to Agiito with a transatlantic service proposition and travel tech solutions.

■ [linkedin.com/in/james-parkhouse0607](https://www.linkedin.com/in/james-parkhouse0607)



Peter Bayley-Hill

Having won investment for his pet inventions in Dragon's Den, he was named by the BBC as "The Entrepreneur who Floored the Dragons with his Confident Pitch". Peter is now better known as "Peter the Speaker" for his highly engaging life-skills and motivational workshops.

As a dyslexic, Peter is passionate about providing neuroinclusive training for students for whom conventional "Talk&Text" teaching is not ideal. He combines high-energy delivery with inspirational group activities to create immersive and engaging learning experiences.

As well as coaching groups of all ages on entrepreneurship and effective communication, he designed the motivational group activity "The Moment", which creates a moment of self-discovery for children and adults to recognise their potential, boost their confidence and self-belief and empower them to take control of their life journeys.

■ petvictus.com/about



Theo Millward (OS)

Theo Millward is an Old Salopian (PH 98-03) and a graduate of Lancaster University with a BBA in Management. Since purchasing his first business in 2016, the UK's largest swim school, Swimtime, Theo has gone on to both start and acquire several businesses. There are currently six businesses in Theo's portfolio ranging from software, pet care, training and children's activities. Outside of business Theo is a keen amateur racing driver, skier, theatre fanatic and avid traveller.

■ swimtime.org



Sian Brennan-Todd

Sian is a Presenter and Speaker who brings a confidence and commitment to her work from her many years of speaking engagements across the world. Her talks are empowering and focus driven with humour and high energy throughout.

Having gained a full scholarship to the prestigious Arts Educational School London to study Performance Studies, Sian then went on to Cambridge University to study Compelling Communication.

Sian was recently living in Australia and has spent much time in the USA as a Cheerleader, before returning to the UK for her Acting and Dance career.

She started her first business at 24 and went on to have a company with over 30 staff members and huge success within the dance and cheerleading education genre. As a coach Sian won the National Cheerleading Championships for 5 years and became the Young Entrepreneur of the Year. Sian is now a full time Speaker/Presenter working within music festivals, business events, radio and award shows.

■ sian@baysgymcheerdance.com

■ sianbrennantodd.com



Tom Parker

Tom has worked in the financial planning industry for over 10 years and is a fully qualified Financial Planner. He focusses on taking a holistic approach to financial planning and aims to build long term relationships with his clients, to help ensure they have a secure financial future and peace of mind.

His experience lies within general financial planning, including investment planning, retirement planning, protection planning and Inheritance tax planning, with the aim of providing simple solutions to complex financial situations.

■ brightwm.co.uk



Tim Luft

Tim is a Digital Media Entrepreneur and currently runs a dedicated business Incubator in Shropshire called the Quad - this helps local people set up their own small business.

Tim has run Regional Innovation programmes for the UK Government and supported in the establishment of University Institutes researching 3D environment for teaching and learning.

Recently he has established VR development studios in the West Midlands (exited in 2020). He also mentors entrepreneurs developing new technology solutions, sits on the Telford Business Board and is an advisor for the DiT Global Entrepreneur Programme.

■ [linkedin.com/in/tim-luft-3093428](https://www.linkedin.com/in/tim-luft-3093428)





Tom Fletcher-Wilson (OS)

Tom Fletcher-Wilson is the founder of Lawyerism and BeMotu. In addition to his entrepreneurial ventures, Tom is a national title-winning hockey coach for universities and clubs in London, a competitive open-water swimmer, and was recognised as one of the top ten leaders in the UK by Deloitte.

Tom's expertise in leadership, business development and communication is crucial to his mission of helping law firms and corporations grow their revenue and skills. By combining these skills, he assists businesses in thriving in today's competitive market.

■ lawyerism.co.uk



Victoria Hill

Victoria is a Chartered Surveyor by background and has 25 years' experience in the real estate industry spanning investment, development and finance, during which she held market-facing and leadership roles for major real estate consultancies and financial institutions. Over the last decade, Victoria has combined her expertise in real estate with her passion for developing people and founded PROMIND Coaching to equip and empower real estate professionals to fulfil their potential. She is an Executive Director with real estate financier, Westfort Advisors, and a Venture Partner with PropTech firm, Pi Labs. Victoria is researching workplace psychology in her PhD and is also a Mental Health First Aider committed to promoting mental wellbeing.

■ promindcoaching.co.uk



Rik Bhatt

With 20 years in financial services, Rik has seen it all - from the structured world of global banking (HSBC) to the vast network of financial advice at True Potential. But rather than just following the traditional path, he's carved out a unique approach that puts people - not just their money - at the heart of financial planning.

Now working exclusively with a select group of business owners and those approaching retirement, Rik focuses on what truly matters: helping his clients design a life they love. He sees financial products as tools, not solutions, and believes that real financial planning isn't about spreadsheets - it's about freedom, choices, and making dreams a reality.

Passionate about building deep, meaningful relationships, Rik educates and inspires his clients to take control of their future, ensuring their wealth serves their ambitions, not the other way around.

■ 8fp.co.uk





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