

YIBC

Can do!

Inspiring people, *inspiring people.*

'can do creative' line-up for YIBC 2009 Announced

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This year's Yorkshire International Business Convention (YIBC), the grand finale to Humber Business Week 2009, has a line-up of high-profile speakers that demonstrates to delegates that anything is possible. For the first time, YIBC will have a theme and to reflect the tenacious nature of Yorkshire-based businesses, event organisers have chosen a line up of creative speakers with 'can do' attitudes – a theme that will run through this year's convention.

The line-up officially launched at The Spa, Bridlington on Monday 09 March 2009.

The speakers at this year's convention, which will take place on Friday, June 5, are John Cleese, Tim Smit, Tracy Edwards MBE, Dave Stewart, Matthew Pritchett, aka cartoonist 'Matt' and Tim Sanders.

Mike Firth who created and organises YIBC, said: "This is going to be a Yorkshire International Business Convention with a difference. We've always aimed for the very best and from that point of view this year will be no different,

but this is the first time we've put together a group of speakers with a common aim and theme – to show how you 'can-do' creatively - even in the most difficult times."

Tom Riordan, Chief Executive of Yorkshire Forward, said: "It is great to see such a mainstay of our region's business calendar embodying the 'Can Do' attitude of our region's business community, which will bring Yorkshire and Humber through this recession and out fighting on the other side.



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Paul Sewell, who first brought the YIBC to Hull and this year takes the show on the road to The Spa for the first time, said that each speaker has a creative and 'can-do' attitude that is essential to succeed in business.

"I believe this year's YIBC will be a real show of strength by our regional businesses and a demonstration that 'Team Yorkshire and Humber' will work together to overcome any challenge that we face."

Paul said: "The entire ethos behind this year's Business Week is about fostering that 'can-do' approach to business and showing that, with a bit of creativity, anything is possible. All of the YIBC speakers have achieved incredible success by ploughing their own furrows and being completely different to anything else that is out there. That is an increasing requirement in the business world and is the only way that we can keep ahead of the game. Our Humber audience will be able to draw inspiration from all of the speakers and apply that newly acquired knowledge to build their own success stories.

"Taking risks and being different is nothing new to Business Week," added Mr Sewell. "The week's success in Hull and the Humber shows that, with ideas, initiative and effort, our region and its many entrepreneurs can lead the way."

Convention Chief Executive Mike Firth, who established YIBC 14 years ago, added: "The Convention is all about hearing from speakers who are going to inspire as well as entertain and inform our delegates and if ever we needed to inspire our business leaders it is now."



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John Cleese shot to fame as a comedian, starring in ground-breaking comedy series like Monty Python and Fawlty Towers and also founded and developed his own internationally successful business – the Video Arts Training Film Company.

Tim Smit was responsible for turning a derelict Cornish clay pit into one of the country's leading tourist attractions - The Eden Project.

Business guru and author Tim Sanders formerly led the 'Blue Sky Think Tank' at Yahoo.

Tracy Edwards MBE skippered the first all-female crew to take part in the Round the World Yacht Race and then fought back from business bankruptcy.

Dave Stewart, perhaps best-known as one half of the Eurythmics, is also a remarkable business innovator and international business consultant.

Matthew Pritchett, is the award-winning cartoonist Matt and combines humour, biting satire and social comment every day in the Daily Telegraph.

Tim Sanders is the author of Love Is The Killer App: How To Win Business and Influence Friends, which was a New York Times and international best seller.

The Yorkshire International Business Convention will be held at the Bridlington Spa on Friday 06 June 2009. The venue will hold around 670 delegates and the event organisers are urging people to book early as there are less than 100 tickets remaining.

To book, please contact Chris Higgins at YIBC on: 01924 422193 or via email at: chris@yibc.biz.

