



PBN programme

8.00am	REGISTRATIONS OPEN	
8.30am – 8.40am	Welcome	
8.40am – 9.45am	Key note address Speaker: Simon Mundell <p>Learn what it takes to become a market leading business from someone who has done it. Simon has founded and owned several companies since his mid 20s, and now advises others on how to do the same. Simon's presentation will combine real-world examples of business success with leading-edge research, and provide a fresh perspective on how to engage everyone in an organisation to be part of executing the company's strategy.</p>	
9.45am – 10.15am	Morning tea	
	SESSION ONE: Managing your business	SESSION TWO: Managing your people
10.15am – 11.15am	Shareholder agreements: Avoiding the common mistakes Speaker: Fiona McCrimmon <p>This session will cover everything you need to know when developing shareholder agreements: from bringing in a new shareholder, shareholder decision making, and dividend distribution policies, to valuation of shares in a staged exit and restraint of trade issues.</p>	Why should someone want to work at your pharmacy? Speaker: Karen Baird <p>Every time you recruit a new team member, you are selling the opportunity to work at your business based on your employee value proposition (EVP). Every business has an EVP, it just might not be defined. A clear and appealing EVP not only helps to attract employees, but also to retain them.</p>
11.15am – 12.15pm	Sticking to the knitting - how to decide what to stock Speaker: John Saywell <p>Every retailer has heard the simple rule that 80% of your sales come from just 20% of your products, yet most of us are afraid to apply this formula. This session will teach you how to simplify your product range in line with the 80/20 rule to focus on increasing sales for your core products.</p>	Effective communication skills Speaker: Stephen Caunter <p>One thing that makes us different is how we communicate with one another. This interactive session will explain why we are the way we are and will help you communicate more effectively with your teams. With this knowledge you will be armed to train your teams in a style that will support "the message getting in".</p>
12.15pm – 1.00pm	Lunch	



1.00pm – 2.00pm

What happens when customers can't find your pharmacy online?

Speaker: Shane Bartle and Asa Cox

Learn how an online presence (a website, social media and digital marketing) can help your pharmacy remain relevant in 2017, bring more customers into your store and unlock new revenue channels, all with less effort than you might think.

Employment issues 101

Speaker: Emma Griffiths

This session will cover the common employment issues pharmacies face, everything from the 90 day trial and issues with employment agreements, to parental leave and understanding the Holidays Act. This session will be equally helpful to both owners and staff.

2.00pm – 3.00pm

Future proofing your pharmacy

Speaker: Atul Mehta and Paul Rickerby

Issues of business succession and continuity are becoming increasingly common in the pharmacy sector. This session will cover the importance of succession planning for your business, including defining your exit-related objectives and identifying and developing potential leaders within your business.

Embracing change in your pharmacy

Speaker: Toni Glass

Change is accelerating at an increasingly rapid pace. This means that you need to keep adapting - being able to change is a big part of being successful. However, change is difficult for many people. Come along and learn how to embrace change, so you don't get left behind.

3.00pm – 3.30pm

Afternoon tea

3.30pm – 4.30pm

Closing address - Are you fit for the future?

Speaker: Gihan Perera

Digital disruption, global reach, and the changing workplace affect us all, and at all levels - individual, team, organisation, and community. Gihan Perera is a futurist, conference speaker, author and consultant who gives business leaders a glimpse into what's ahead, and how they can become fit for the future.
