



# BESA SME CONFERENCE 2022: GEARING UP FOR GROWTH IN CHALLENGING TIMES

THURSDAY 31 MARCH • 1:30 – 5PM  
APOTHECARIES' HALL

# PROGRAMME

**1:30 PM**  
**Arrival & coffee**

**2 PM**  
**Welcome**

**2:05 PM**  
**Using social media to build your brand and grow your audience**  
Laura Summers, Director, BookMachine

**2:35 PM**  
**Panel: How important is evidence? And how can you use this to drive your sales?**  
Dr Ekaterina Cooper, Deputy Director of Research Acceleration,  
EDUCATE Ventures  
Murray Morrison, Founder & CEO, Tassomai  
Stanton Wertjes, Teacher, Oasis Southbank Academy

**3:05 PM**  
**Update from the Department for International Trade (DIT) on international support for education companies in 2022**  
Andrew Sayer, Assistant Director - Export Programmes,  
Department for International Trade

**3:15 PM**  
**Refreshment break**

**3:35 PM**  
**Academisation - what does the data tell us?**  
Jason Gould, Managing Director, The Education Company

**4:05 PM**  
**The benefits of partnering within the schools sector**  
Caroline Allams, Co-founder & CPO, Natterhub  
Jonathan Sullivan, Sales Director & Advocate of UK EdTech,  
Community Brands  
Mark Solomons, Founder, CEO & Author, Welbee  
Andrea Welter, Assistant Head Teacher, Pheasey Park Farm,  
Primary School & Early Years Centre

**4:35 PM**  
**Where does long-term growth come from? What are the opportunities for SMEs and why you should look overseas for new business?**  
Anthony Coxon, CEO, Two Commas Consulting & Chairman,  
EdTech Evidence Group  
Caroline Wright, Director General, BESA

**4:50 PM**  
**Unmissable events for your calendar - BESA presents our handy guide to the events you absolutely cannot miss in 2022**

**5 PM**  
**Closing remarks**  
Followed by networking drinks at The Punch Tavern  
Sponsored by Community Brands