



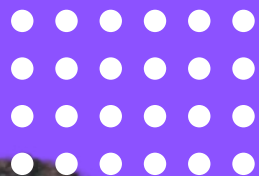
THE 51 PERCENT CLUB PRESENTS

IGNITE

THE FEMALE FOUNDER GROWTH DAY



Powered by
BIRMINGHAM CITY
University



FUEL YOUR AMBITION WITH INSPIRING TALKS, INTERACTIVE MASTERCLASSES, AND A DAY SPENT WITH FELLOW FOUNDERS



FRIDAY 15 NOVEMBER 2024



9.30AM - 7PM
(TALKS FROM 10AM - 5.30PM)



STEAMhouse, BIRMINGHAM, B4 7RQ



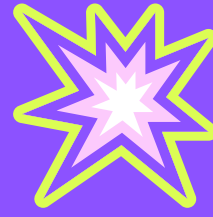
TICKETS:
£25 - MEMBERS
£35 - NON-MEMBERS

THE51PERCENT.CLUB/IGNITE-2024





THE Inspiration STAGE



THE 51 PERCENT CLUB PRESENTS

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THE FEMALE FOUNDER GROWTH DAY

FRIDAY 15 NOVEMBER 2024
9.30AM - 7PM
STEAMHOUSE, BIRMINGHAM

9.30am

Registration & Networking

Join us from 9.30am to meet your fellow founders over coffee, whilst browsing a selection of great stalls in the atrium of STEAMhouse.

10am - 11am

Welcome & Our Keynote: Katy Hill

BAFTA winning TV presenter Katy Hill is now a certified Success & Confidence Coach, passionate about helping people to live all-out and play big through her business, LIMITLESS BY KATY HILL. She'll be kicking off our conference with a talk that promises to leave you feeling empowered and ready for action.



11.10am - 12.10pm

"What A Woman" - Panel Discussion

Chaired by Anna Cooper, the only female editor at The Business Desk, this is your chance to meet fantastic female founders. Bringing to life our 'What A Woman' online interview series, you'll hear the highs and lows they've faced on the way to the top, and gain advice for your own journey ahead.

12.20pm - 1pm

Fireside Conversation

Watch this space as we unveil an incredible woman who will be joining us for an intimate chat about her career to date, how she's led the way to create change, and her advice for women following in her footsteps to make a difference.

1pm - 2pm

Lunch Break

Enjoy lunch and networking, and head to the Atrium to browse our stalls!

2.10pm - 3pm

Finding Your Tribe & Building It For Business

Surrounding yourself with the right people is crucial at every stage of business, but even more so as you grow. Our expert panel will talk through how to identify who you need and attract them into your business; from NED boards members and mentors, through to your c-suite and wider team.

3.10pm - 4pm

Breaking The Burnout Cycle

Saying yes to everything, struggling to find balance, feeling overwhelmed by the 'to do' list... running a business and living life is *a lot*. This session will equip you with what you need to step back, take a breath, and still reach your business goals.

4.10pm - 5.20pm

From the Rose Review to Regional Results: Investing in West Midlands Women

Panellists including Dr Stella Peace, the new CEO of Innovate UK; Rupert Lyle, an investor at Midven; and Clare Walker from HSBC will talk about the funding landscape for women in the region and how The Lifted Project is really making change.

5.30pm

Drinks & Networking

Celebrate the end of a fantastic day and network with fellow founders.

[THE51PERCENT.CLUB/IGNITE-2024](https://www.the51percent.club/ignite-2024)



THE MASTERCCLASS ZONE



FRIDAY 15 NOVEMBER 2024
9.30AM - 7PM
STEAMHOUSE, BIRMINGHAM

11.10am. - 12pm

STEAMhouse Taster Toolbox Session with Vita Woods

Join STEAMhouse's very own Innovation Manager, Vita Woods, as she brings to life a toolbox of collaborative methods and activities to help you grow your business. You'll leave with actionable tasks to move your business forward.



12.10pm - 1pm

Supercharge Your Sales & Marketing - Leveraging Secure GenAI with Jaymie Thakordas

Gain a competitive edge in this session, designed for founders who want to power up their sales and marketing. You'll learn where to streamline processes using GenAI and get savvy with data to gain more customers.



1pm - 2pm

Lunch Break

Enjoy lunch and networking, and head to the Atrium to browse our stalls!

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2.10pm - 3.40pm

A Step-by-Step Guide to Scaling Your Business from Zero to £10m+ with Joseph Nwosu

Each stage of your business requires a different skill set and demands that you, as a founder and leader, focus on the key metrics that will drive your business forward. This session will help you do that and so much more, using The Execution Pyramid.



3.50pm - 4.40pm

Stop Thinking Like a Founder and Start Leading Like a CEO with Michelle Johnson

Transform from founder to strategic CEO as you discover how to streamline operations, build a loyal customer base, and make decisions that shape your business for success. You'll leave with actionable insights to lead your business more strategically.



4.50pm - 5.30pm

Interactive Personal Branding Session with Jo Bird

A multi award-winning Art Director and Tedx speaker, Jo Bird has created global marketing campaigns for rocketship brands like Gymshark and Lounge Underwear. Now, she helps creatives build careers they love through the power of personal branding.



5.30pm

Drinks & Networking

Celebrate the end of a fantastic day and network with fellow founders.