

THE FIFTYONE



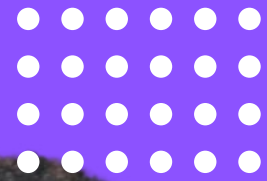
THE 51 PERCENT CLUB PRESENTS

# 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



9AM - 5PM  
TALKS FROM 10AM



STEAMhouse, BIRMINGHAM, B4 7RQ



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

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

Book  
Now



9am

### Registration, Refreshments & Networking

Join for your first morning cuppa, to meet your fellow founders and browse our atrium stalls before heading into a day full of fantastic talks.

10am -  
11am

### Welcome & Our Keynote: Katy Hill

BAFTA-winning TV presenter Katy Hill is passionate about helping people to live all-out and play big. 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

### Breaking The Burnout Cycle

Dr Lalitaa Suglani will teach us how to go from burnout to balance.

11.10am -  
12pm

### STEAMhouse Taster Toolbox Session

Explore the innovation tools that can help you grow your business.

12.10pm -  
1pm

### What A Woman: Lindsey Kane

Lindi Mngaza interviews Lindsey Kane, founder of JOLT My World.

12.10pm -  
1pm

### Supercharge Your Sales & Marketing

Join Jaymie Thakordas to learn how to leverage GenAI to increase revenue.

1pm -  
2pm

### Lunch Break & Networking

2.10pm -  
3.40pm

### Scaling From £0 - £10 million

Learn the steps needed to scale your business, with Joseph Nwosu.

2.10pm -  
3pm

### Finding Your Tribe & Building It For Business

From mentors to team members, join this empowering panel discussion.

4.10pm -  
5.20pm

### Investing in West Midlands Women

Our expert panel takes us from The Rose Review to Regional Results.

3.10pm -  
4pm

### Stop Thinking Like a Founder and Start Leading Like a CEO

Transform from founder to strategic CEO with the help of Michelle Johnson.

4.10pm -  
5pm

### Command, Don't Demand: How to Build a Personal Brand

Build a personal brand that commands attention with the help of Jo Bird.

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# THE Inspiration STAGE



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9AM - 5PM  
STEAMHOUSE, BIRMINGHAM



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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

## Breaking The Burnout Cycle with Dr Lalitaa Suglani

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 as we're joined by award-winning psychologist and author, Dr Lalitaa Suglani.



12.20pm - 1pm

## What A Woman: Lindsey Kane interviewed by Lindi Mngaza

Lindsey Kane is a wonder woman: a mother, wife, and on a mission to help people live happier, healthier, and longer lives. She co-founded JOLT - an evidence-based supplement, which has gone viral for being the ultimate age un-blocker - with husband and well-known comedian, Russell Kane.



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.



4.10pm - 5.20pm

## Investing in West Midlands Women chaired by Tara Attfield-Tomes

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







# THE MASTERCLASS ZONE



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9AM - 5PM  
STEAMHOUSE, BIRMINGHAM



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11.10am - 12pm

## Innovation Tools to help you solve your business challenges with Harry Conway

Join this interactive and collaborative session exploring some of the innovation tools that can help you grow your business. STEAMhouse has curated their favourite and most powerful tools and will work together to start to solve your pressing business problems.



12.20pm - 1pm

## Supercharge Your Sales & Marketing 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.



2.10pm - 3pm

## Finding Your Tribe & Building It For Business chaired by Denise Morris

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 board members and mentors, through to your c-suite and wider team.



3.10pm - 4pm

## 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.



4.10pm - 5pm

## 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.



# MEET OUR KEYNOTE: *Katy Hill*

Impact has always been important to Katy Hill, encouraging others to PLAY BIG with her "face the fear and do it anyway" attitude as a broadcaster of 25 years, the pinnacle of which was becoming the first civilian to fly a full display with The Red Arrows. Katy has fronted iconic TV shows for the BBC, ITV, Channel 4, as well as breakfast shows on Capital FM and Heart. She hosted the main stage at Happy Place Festival in 2024 and her keynote takes her all over the world.



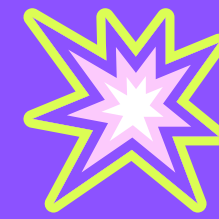
## THE BUSINESS BOOK SWAP

Got a business book that's changed your outlook? Is it taking up space on your bookshelf? Bring it along on the day and swap it for another great read at our Business Book Swap. Located in the atrium, swap as many books as you like and get new great insights!



## SMART WORKS

Smart Works Birmingham is a charity that empowers unemployed women to succeed at interview and to get into employment. Harnessing the power of great clothes and coaching, the charity provides practical support, but the ultimate aim is to build confidence, and this is embedded in everything that they do. They will be joining us on the day, selling clothes to raise money for their cause. Please dig deep!



BROWSE OUR  
**ATRIUM**  
STANDS



SMART  
WORKS  
BIRMINGHAM

MILLS & REEVE  
Achieve more. Together.

forvis  
mazars



RWC  
REAL WORLD CONSULTANCY

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