



## The Q Guild Butchers BBQ Championships and Business Conference 2018

Aubrey Park Hotel, Redbourne, Nr St Albans AL3 7AF

**Sunday 13<sup>th</sup> May 2018**

10am - 5pm Conference | 7pm - 10pm Awards Dinner

On behalf of Chairman David Lishman, we are delighted to announce details of this year's Q Guild Business Conference which is held alongside the National Barbecue final.

The theme for this year's conference is:

### **TEAM WORK | helps sell more MEAT**

Whether that's front of house, the back-room butchers, the admin team or website builder, your suppliers and most importantly your customers all form part of the team helping to promote 'Your Business'. The Conference speakers will provide insights and tips on how to get the best out of those Teams to ultimately benefit your business.

The line-up of engaging and informative speakers will present on a range of subjects aimed at providing insights, tips and ideas on how to get the best out of your businesses and staff. We are really pleased to announce the key note speaker this year is Nigel Botterill from Entrepreneurs Circle. He is a great motivator and supporter of small businesses which he helps to grow beyond what they ever thought possible. See his attached bio and list of impressive award-winning businesses.

We also have two speakers from AHDB. Dick van Leeuwen will be presenting and showing how the Meat Education programme works, as well as highlighting how it can really help staff of all levels become more meat aware and knowledgeable. Sukvinder Gill from the Insights team will cover consumer shopping trends and what butchers should be looking out for with regard to changes in demographics and the economic background.

Terry Fennell the Chief Executive of Food & Drink Qualifications will cover the business benefits of employing an Apprentice Butcher and explain what End-point Assessments are and why they are required.

The Key Partners - Lucas, Dalziel, Scobie & Junor, Verstegen and W R Wrights will be in attendance with updates on their latest products. In addition Innovative Food Ingredients and Alfresco Chef will be offering BBQ demonstrations on the patio with their Traeger Grills as well as supporting the cooking and judging of the BBQ Final along with guest judges Charlie Hodson from the Fur & Feather, Norfolk and Keith Fisher, IoM, CEO.

There will also be time to browse the exhibitor stands around the conference hall during lunch and at the end of the day before the Awards dinner in the evening.

*a Masterclass in Meat...*

The Q Guild 8-10 Needless Road, Perth, PH2 0JW  
Tel: 01738 633160 Fax: 01738 441059 Email: [info@qguild.co.uk](mailto:info@qguild.co.uk)



During the afternoon the BBQ judging will be undertaken, under the scrutiny of Douglas Scott and his team.

There are 6 categories to contest and happily there has been an increase in entries, such is the prestige of winning a Q Guild BBQ Championship. The regional winners in each category will be invited to bring or send their products to the final.

The Categories are-

- Pork Sausage
- Beefburger
- Rump Steak
- Specialty Sausage
- Specialty Burger
- BBQ Product

The awards dinner will take place on the Sunday night in the Oak Suite and is surely to be an entertaining social event. With media in attendance plus representatives of the sponsors presenting the prizes plus photography, this provides winners with some great PR opportunities.

I do hope you or your business can join us for all or part of May 13<sup>th</sup> for what is looking to be a great day of insights and networking opportunities.

Any queries or for further information please contact either myself or Douglas.

Kind regards

Claire Holland  
Q Guild General Manager  
07918 762254

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## Key Note Speaker

### Q Guild National Conference 2018

#### Nigel Botterill Founder of Entrepreneurs Circle

*- No one has helped more businesses to grow than the EC!*

"EC helps small business to achieve more than they ever thought possible, through education, motivation and inspiration"

Nigel is a highly engaging speaker who is passionate and enthusiastic about growing businesses and having built EIGHT separate million pound+ businesses of his own in the last ten years he is uniquely equipped to speak on the subject.

The Q Guild are delighted he has agreed to be our Key Note Speaker at this year's event and would encourage members not to miss his enlightening talk, especially if you are keen to develop and grow your business into an even better one than it is today.

**During the hour Nigel will confront issues, challenge marketing practices and offer some practical and cutting edge marketing strategies - all delivered in his high energy, fast paced style.**

**He'll also be touching on social media - the good and the bad - and how it can sensibly, and practically be utilised by local butchers.**

Watch Nigel's promo video <https://vimeo.com/262984028/54a98a27ad>

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## Business History

It all started in 2003 when Nigel left the corporate world to start his own business and during the following 7 years launched a number of award winning ideas and ventures including:

- MyMag - a business magazine
- 'the best of' an award winning franchised business
- 'Raring to go!' - local guide for what to do and where to go with children - 4m printed each year
- 'My Little Wrapper' - a personalised chocolate wrapper which did £1m in its first year
- Explosive Marketing - a restaurant marketing service
- My SMB - My Social Media Business - teaching people how to become social media managers for their business

In between all this Nigel's first book 'Botty's Rules' was published in 2011 which became a Top 11 Sunday Times Best Seller. It interweaves his own story plus 29 key rules to business success. The book won Best Small Business Book of the Year and has sold over 100,000 copies.

In 2010 Entrepreneurs Circle was launched.

EC has thousands of members and provides coaching, support, training and done-for-you help for businesses.

For more info and to hear Nigel's Bite Sized Video blog and view testimonials visit

[www.entrepreneurscircle.org](http://www.entrepreneurscircle.org)

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## I NEED HELP WITH...

Tell us what we can help you and your business with:



### Jaroslaw Wolak, Lopa Removals

Times were tough before I joined the EC, but one year on, my turnover has now increased by 500% thanks to what I've discovered!



READ MORE OF THE  
HUNDREDS OF SUCCESS STORIES

## 4 REASONS WHY YOU SHOULD TRY ENTREPRENEURS CIRCLE



### You'll Save Money

Unlock thousands of pounds' worth of real tangible savings from a myriad of top providers and suppliers - exclusively negotiated for members of EC.



### You'll Get New Customers

Directly from the EC Marketplace where you can promote your business to thousands of other members.



### You'll Grow Your Business

With access to the best training, guidance, support and step-by-step 'Implementation Plans' covering all aspects of business growth.



### You'll Make Friends

Some say the EC Community of thousands of friendly, like-minded business owners is the 'secret sauce' that has helped so many entrepreneurs sky-rocket their business.

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**Aubrey Park Hotel, Redbourne, Nr St Albans AL3 7AF**  
**MEMBER BOOKING FORM - DINNER & HOTEL ACCOMMODATION**

Booking required as soon as possible but no later than April 22<sup>nd</sup> 2018

BUSINESS NAME:	
DELEGATE/s:	
ADDRESS:	
TEL:	
EMAIL:	

Total Cost

Conference and Awards Dinner Combined Cost Tickets £95 for one person inc VAT	No.	@£95	
Conference only Tickets £65 for one person inc VAT	No.	@£65	
Awards Dinner only Tickets £45 for one person inc VAT	No.	@ £45	
Single occupancy Accommodation inclds breakfast £75 inc of VAT. Tick if required - plus how many	Sat. Night No.	Sun. Night No.	Pay at hotel
Double occupancy Accommodation inclds breakfast £85 inc VAT. Tick if required - plus how many	Sat. Night No.	Sun. Night No.	Pay at hotel
Larger Room Upgrade £25 Tick if required - plus how many	Sat. Night No.	Sun. Night No.	Pay at hotel

I enclose cheque for \_\_\_\_\_

A receipt will be sent to you for the delegate places.

Bank account for payment direct:-

The Guild of Q Butchers

Sort Code: 20-57-40

Account No. 30050199

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

Q Guild will book all accommodation reserved by 22 April as indicated above.  
Residents should settle their own accommodation with the hotel on departure.

Any accommodation booked and cancelled within three weeks of the Conference will be charged at the full rate.

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