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**News release**

24th September 2015

**Book Now to Better Your Business**

**Lincolnshire firms looking to take their business to the next level are being invited to the fourth annual** [**Building a Better Business**](http://www.lincs-chamber.co.uk/events/building-a-better-business-bbbg4g15-568) **event.**

Organised by the [Lincolnshire Chamber of Commerce](http://www.lincs-chamber.co.uk/), [Streets Chartered Accountants](http://www.streetsweb.co.uk/) and the [Business Lincolnshire Growth Hub](http://www.businesslincolnshire.com/), this year’s event takes improving productivity as its theme.

Aimed at small business owners with at least five employees, the day will feature talks by industry experts on a range of subjects including leadership, creative thinking, PR, finance and law.

The expert speakers will be using real-life business case studies to talk about their experiences and answer questions from the audience.

Director of PR and marketing agency Shooting Star Kate Strawson is one of the speakers who will be giving a talk on the day along with Chris Brown from Andrew & Co LLP.

Kate will explain what other tools companies can use to generate positive publicity apart from sending out news releases, using Andrew & Co LLP as an example.

Business success case studies will be presented by Emma Brealey from The Petwood Hotel and Paul Banton from Ruddocks Design & Print.

Other speakers include Bruce McLeod from The Think Tank, Neil Gray from Streets Chartered Accountants, Mark Care from Lincoln College and Dr Roger Bretherton.

There will also be a keynote speaker who has yet to be announced.

Simon Beardsley, Chief Executive at the Lincolnshire Chamber of Commerce, said: “Over the past year the economy has enjoyed steady growth and confidence is slowly returning.

“The focus for many businesses has shifted to recruiting more staff, increasing sales and improving productivity.

“I hope that this event will equip businesses with the knowledge and skills they need to grow and give them the chance to share their experiences with other businesses from across the county.”

Building a Better Business will be held at The Showroom, Lincoln on 21st October 2015 from 9.30am till 4pm as part of Lincolnshire Business Week.

To book your place or for more information contact Charlotte McCracken on 01522 523333 or email charlotte.mccracken@lincs-chamber.co.uk

**ENDS**

**Notes for editors**

* This is the fourth annual [Building a Better Business](http://www.lincs-chamber.co.uk/events/building-a-better-business-bbbg4g15-568) event.
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