



Survive and Thrive: Support for businesses in tough times

As a rapid response to the current economic climate and to business demand, East Midlands Development Agency (*emda*) will be hosting a series of Survive and Thrive events in early December.

Held at venues across the region and lasting half a day, the free events will provide practical advice from private sector experts, delivering real solutions to the real problems currently being experienced by companies in this region.

Get a genuine advantage

Each event will offer a series of master classes from expert lawyers, accountants and business professionals from leading firms in the East Midlands such as Cooper Parry, Freeth Cartwright and Shoosmiths. By coming along you'll be able to get advice on issues affecting your business such as how to cut costs, negotiate with your bank manager, avoid redundancies, motivate staff and ultimately improve your bottom line.

The speakers will also be available for individual discussion over lunch when you will also be able to find out more about the range of support, including finance, available to help your company from *emda*, Business Link and other partner organisations.

Dates and venues

The Survive and Thrive events are taking place on the following dates:

- **Northamptonshire:** 2nd December, Hilton Northampton, 8.30am to 2pm
- **Derbyshire:** 3rd December, Pride Park, Derby, 8.30am to 2pm
- **Lincolnshire:** 4th December, Lincolnshire Showground, 1pm to 5.45pm
- **Leicestershire:** 9th December, The Ramada Leicester, 8.30am to 2pm
- **Nottinghamshire:** 11th December, Crowne Plaza, Nottingham, 8.30am to 2pm

We're expecting high demand for places at these master classes. **With a capacity of just 200 at each event, you are encouraged to reserve your place as soon as possible.**

How to register

Places can be reserved at www.surviveandthrive.org.uk where further information on the events is available. Alternatively, call **01332 22 7774** to register or email enquiries@surviveandthrive.org.uk

Yours sincerely

A handwritten signature in black ink, appearing to read "Jeff Moore", is written over a light blue horizontal line.

Jeff Moore
Chief Executive
East Midlands Development Agency