FOR THE EVENT PROGRAMME

# In-person talks

Use the agreed title and description on your event page. Each talk can be delivered with slides or as a conversation with the room. A typical slot is 45 minutes. We'll agree the timing together.

## How to Win the Customers Your Competitors Pay to Reach

How do you win a broadband customer who already has a connection and could switch to any number of competitors? At Olilo, Mark Preston had to answer that without buying ads. Follow a buyer who wants to keep their own router and see where a supplier could lose the sale before they even hear from them.

AUDIENCE TAKEAWAY

**Identify one question your buyers are asking and the proof they need before they get in touch.**

## AI Mentioned Your Business. Who Got the Sale?

An AI tool has shortlisted three suppliers. You have your own money to spend. Which one gets your call? Mark Preston asks the room to compare what each supplier says about price, experience and what happens next. Then you hear what made the person in the next seat choose differently.

AUDIENCE TAKEAWAY

**Take one buyer question back to your own website and test whether the answer gives someone enough confidence to choose you.**

## How Do You Stay Local at 500 Locations?

A patient has found a local optician online. Who makes sure they can actually book? Mark Preston helped build the growth team at Hakim Group as it grew from around 65 optical practices to over 500. Follow one patient through the handover between head office and the practice, then decide who is best placed to help.

AUDIENCE TAKEAWAY

**Choose one decision to keep local, one to share across the network and an owner for the handover.**