



The Buy Yorkshire Conference held on 13th & 14th May this year was once again hailed a success by the 5,000 delegates and 180 exhibitors attending the two-day event. With an unrivalled schedule of speakers and the opportunity to do business with some of the largest and most innovative companies in the North of England, the show has reported an economic impact of £8million.

As the North's leading business-to-business Conference, which has an unrivalled balance of networking opportunities alongside the chance to listen to leading global entrepreneurs, it is without doubt the premier event in the annual business calendar.

Now in its fourth year, the Conference once again brought together independent business people with larger multi-national organisations in a bid to encourage engagement and purchasing opportunities. Focusing on the need to work, play and think, the event was tailored to meet with the needs of the diverse audience and it certainly delivered.

To the delight of delegates, The Billion Pound Panel made a return visit to the stage for a third year. Hosted in a Question Time style format, the Panel shared the opinions and thoughts of entrepreneurs that have a collective wealth of more than £1bn.

A selection of speakers including elite athlete, Danielle Brown MBE; celebrity TV presenter, Janet Street-Porter; President of IBM's Academy of Technology, Rashik Parmar and CEO of Ella's Kitchen, Paul Lindley, also appeared at the show, to ensure that there was something for everyone.

In addition to the new faces and activities that featured at this year's event, the Conference also welcomed back some familiar faces including Chief Executive of Welcome to Yorkshire, Gary Verity; Chairman of the LNT Group, Lawrence Tomlinson and Chief Executive of Straight plc, Jonathan Straight.

Event organiser and founder, Geoff Shepherd comments: ?I would like to take this opportunity to thank everyone who was involved in bringing the Conference together and making it the absolute success that it was. A great deal of hard work, effort and time goes into pulling an event of this magnitude together and I simply couldn't do it alone.?

He adds: ?Feedback from speakers, delegates and exhibitors has been overwhelmingly positive and we know that our new feature, Bar Mafia, was a big hit with attendees. We know that connections were made and business was done and that is what it's all about. The Buy Yorkshire Conference meets and exceeds expectations every year and I'm very proud of the profile that it brings to our region, not least in terms of economic impact.?

He concludes: ?We are about so much more than sticking some banner stands in a room. We focus constantly on the experience that our delegates, exhibitors, speakers and sponsors will all receive and this is what takes this event from being just good to great. Needless to say we are already making plans for 2015.?

### **[The Yorkshire Mafia](#)**