



FRIDAY 18TH
NOVEMBER

START-UP CONFERENCE AFTERNOON TALKS

SYNC THE CITY

17-19 NOVEMBER 2016
KING'S CENTRE, NORWICH



Joost Noppen

Lecturer in Software Engineering, UEA

CONFERENCE HOST



Joseph Cooksey

Barclays Business Digital Eagle

13:30

CYBER SECURITY



Sarah Appleton

Leathes Prior

14:00

EMPLOYMENT FOR START-UPS



Ali Claburn

Founder and CEO, Liftshare

14:30

SHARING PRACTICAL LESSONS FROM 18 YEARS BOOT-STRAPPING



Ermine Aimes

MD, Sandler Training

15:00

HATE HAVING TO FIND NEW CLIENTS? PROSPECTING THE SANDLER WAY

Need new business and don't know where you'll find it? Join Sandler Trainer, Ermine Amies and discover why it's stressful, what to do about it and leave with at least 5 ways to find new business.



Brian Norman

CTO, Earthware

15:30

RAPID PROTOTYPING

Come and learn tips and techniques for rapidly designing, iterating and testing prototypes of your software allowing you to spot and fix problems and challenges before you start the costly development phase.



Dan Cooper

CEO, Allies Computing

16:00

SCALING FROM 2 TO 20

Covering some of the challenges / decisions to make and relate to our own experience.



Barclays

16:30

SOCIAL MEDIA MARKETING



Dr Morgan Potter

New Anglia Growth Hub

17:00

FREE SUPPORT FOR GROWING BUSINESSES

The free business support available through New Anglia Growth Hub.



Updata

Public Services Network

17:30

PUBLIC SECTOR CONTRACTS FOR DIGITAL SERVICES

Conference Room 1 - Kings Centre, Norwich