

# Conference Speakers



## **HR Challenges Post Covid and beyond**

*Gillian McAteer, The Citation Group*

Qualifying as a solicitor in 1992, Gillian McAteer has been with Citation since 2003 and is Citation's Director of Employment Law. Her extensive commercial experience has equipped her with valuable insights into clients' pain points and the ability to guide businesses to the right solution in any given situation.

Citation has been protecting businesses up and down the country since 1995 with their HR, Employment Law and Health & Safety. They are led by a team of highly qualified HR & Employment Law specialists, all of whom are either solicitors, barristers or have many years of commercial HR experience, as well as chartered and certified Health & Safety practitioners.



## **How to employ the right people and keep them!**

*Emma Dyer, Equine Careers*

Emma Dyer is the founder of vacancy advertising and recruitment company Equine Careers.

Emma has a vast array of experience starting in recruitment and selection with J Sainsburys for new store recruitment.

She founded Equine Careers in 2009 and won a BETA Innovation Award in 2010. It is the only website dedicated to office and professional vacancies within the Equine Industry.

Emma owns 2 horses, and now enjoys a day out with the Farmers Bloodhounds when time allows. The highlight of the year has to be Team Chasing. Emma runs 2 Teams named 'The Equine Career-ers' and can regularly be seen flying hedges across the country.



## **The Modern Marketing Mix**

*Tim Smith, TSM Marketing & PR*

Tim Smith is Managing Director of TSM Marketing & Communications - specialists in the equestrian, pet and country sports sectors. The company celebrates 20 years in business and is one of the leading agencies offering all elements of the marketing mix. Tim is a former competitive rider, having ridden at the Horse of the Year Show and the team work with many major names in the industry.



## Factors shaping the Economy – past, present and future

*Richard Cole CFA. Future Money Ltd*

Richard is a fund manager at Future Money Ltd. He is responsible for fund selection and asset allocation decisions and sets the positioning of the four Future Money portfolios.



Richard joined the industry in 2009 and held fund research and portfolio management roles before joining Future Money Ltd in 2013. Having studied Economics at university he also holds a range of industry qualifications, including the Chartered Financial Analyst® designation.

He works exclusively with Armstrong Watson's Financial Planning Consultants and their clients. As a result he can provide more than the regular communication from a typical fund management group.

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## The Future of Retail

*Craig Smith, C & A Smith Retail Consultants*

Craig is a passionate retailer who believes that despite the enormous challenges in today's landscape, bricks and mortar stores can still thrive, but will have to adapt to deliver what customers want and how they want it.

He spent 17 years with Pets at Home in numerous roles culminating as Retail Operations Director. He qualified as an ESQP in 2004 and spent 6yrs on AMTRA Council (Animal Medicines Training Regulatory Authority) and 5 years as a Director on AHDA (Animal Health Distributors Association).

He helps businesses navigate the difficult challenges that Retail stores need to address to remain competitive in an online world and work with them to maximise sales, find efficiency savings and simplify wherever possible.



## Targeting Net Zero – creating a road map for a greener future

*Mike Seaman, Raccoon Events Ltd*

Mike is the CEO and founder of Raccoon Events - a dynamic, high-growth media business focused on health and wellbeing markets.

Raccoon Events owns digital media properties that offer content and advice to self-identifying consumers that enjoy being outside and active. They also run events that are well-timed, community-driven, tightly

focused and passion-led. Raccoon aims to bring buyers and sellers together to see cutting edge innovations in a fun and exciting way.

Mike has worked in events for over 18 years and he's passionate about creating experiences that are community-led, cutting edge, and fun.

Mike's vision for Raccoon Events is to continue their rapid growth by attracting and retaining a diverse range of talent in order to build a trusted company that delivers on its promises, supports flexible working and minimises its environmental impact. In his spare time, he's a keen runner and loves being outdoors at any opportunity.