

AGENDA – NATIONAL SALES CONFERENCE 2022

BUILDING TRUST



Dear Friends

I would like to share with you some more details on the Agenda for our event which is for two nights commencing with our Sales Meetings which will include an evening dinner and overnight stay on Wednesday 14th September 2022 and then our National Sales Conference on Thursday 15th September 2022 which will include another more formal dinner and overnight stay.

Location: *De Vere Beaumont Estate, Burfield Road, Windsor, SL4 2JJ*

When you arrive at De Vere Beaumont Estate you will need to register with our Events Team where you will be given your name badge.

The dress code for our event is 'business casual' and as the team activity will be outside if the weather forecast is kind to us, please ensure you bring comfortable shoes.

Day 1 – Wednesday 14th September 2022

Sales Meetings – De Vere Beaumont Estate various meeting rooms

Time	Subject	Meeting Room
11.00 Start	Sales Meetings	
12.30 Lunch		
15.00 Break	Flooring & SCS x35	Buckingham 4
19.30 Dinner		
23.00 Bar Closes	Flooring to split x15	Buckingham 5
*Please note to check your individual TM Sales Meeting agendas for exact timings.	SD & TD x10	Lancaster 1
	S&B x8	Buckingham 1
	UK Distribution x90	Balmoral
	Building Finishing x18	Balmoral 4
	Independent x35	Balmoral 1
	Buying Groups to split x10	Balmoral 2
	Nationals x20	Lancaster 2
	Concrete & Waterproofing x50	Kensington
	Waterproofing to split x25	Kensington 1
	Roofing x50	Tudor Room
Industry x25	Lancaster 6	
One Sika x12	Lancaster 4	
Incorez x7	Lancaster 5	
Organisers Office x6	Buckingham 3	

Day 2 – Thursday 15th September 2022

Main Event – Hanover Suite

Time	Subject	Presenter
08.30-08.45	All attendees to take your seats	
08.45-08.55	Our host welcome to the conference, agenda, and housekeeping.	Matt Nickels
08.55-09.50	General Manager	Tom Forsyth
09.50-10.10	The Power of E Commerce	Yassar Altaf
10.10-10.40	<i>BREAK</i>	
10.40-11.00	The Power of Pricing	Miles Garrod
11.00-11.20	The Power of Innovation	Craig Evans
11.20-11.40	The Power of Service	Keith Gilbert
11.40-12.00	The Power of People	Martin Palmer
12.00-12.20	The Power of One Sika	Tom Forsyth
12.20-12.25	Wrap up for lunch	Matt Nickels
12.25-13.25	<i>LUNCH</i>	<i>Restaurant</i>
13.25-14.00	Panel Q&A	Sue Moore
14.00-16.30	Team Activity	
18.00-19.00	Reception Drinks/Awards	Matt Nickels
19.00	Dinner/ Entertainment	Matt Nickels
21.00-21.45	Entertainment	
21.45-23.59	Music	
01.00	Bar Closes	

New Q&A Panel Session:

You will note above there will be a new Q&A panel session; this is your opportunity to ask questions to this year's speakers. Please save your questions and write them down on the cards, along with who the question is for, which will be placed on the tables; these will be collected prior to lunch.



A couple of other useful bits of information for this event:

- Please ensure you let the Events Team know if you have any dietary requirements if you haven't already by emailing eventsteam@uk.sika.com
- Please leave your luggage in your car until you have access to your bedroom. Group Check-in will be available from 16.00.
- Breakfast is from 07.00
- The hotel has a green policy; they have asked us to encourage you to please bring a bottle to refill for water across the event if possible.
- If for any reason you can't make this event, please let your line manager know ASAP and email eventsteam@uk.sika.com

I look forward to seeing you all over the course of the conference.

Kind regards

A handwritten signature in black ink that reads "T. A. Forsyth".

Tom Forsyth
General Manager