

## WORKSHOP OPTIONS – Nottinghamshire Digital Awareness Conference – 16 March 2025



### Session 1 -choice of one of the following (11:40 – 12:25):

<p><b>MAIN HALL:</b> Getting the SEO basics ‘Are You Tagged Right?’ An introduction to the Department of Business and Trade (DBT) and its specialist advisory services - Mark Bates, Digital Trade Adviser, DBT</p>	<p>This will be an introduction to the DBT and its specialist advisory services, covering search engine optimisation ‘SEO Tips and Trips’. This session will explore the basic steps to getting SEO right within your website and briefly look at the free assistance offered by DBT’s specialist advisory and research team ‘STAR’. Plus, an opportunity to meet your local digital advisor, Mark Bates. LinkedIn <a href="https://www.linkedin.com/in/markbatesecomm/">https://www.linkedin.com/in/markbatesecomm/</a></p>
<p><b>G1:</b> Stop Doing Repetitive Tasks: AI Agents That Handle the Work You’re Too Busy For - Martin Broadhurst, Director, Broadhurst Digital Limited</p>	<p>If your team is drowning in data entry, customer follow-ups, report generation, or research tasks, this session is for you. AI agents are the missing piece between "we're interested in AI" and "AI is actually saving us time."</p> <p>This hands-on workshop covers:</p> <ul style="list-style-type: none"> <li>• <b>The reality check:</b> What AI agents can actually do today (and what they can't)—demonstrated live</li> <li>• <b>Quick wins:</b> Three AI agent applications that deliver ROI within weeks, not months</li> <li>• <b>Implementation without disruption:</b> How to test AI agents without overhauling your existing systems</li> <li>• <b>Cost-benefit analysis:</b> When hiring an AI agent makes more sense than hiring a human</li> <li>• <b>Common pitfalls:</b> The mistakes early adopters made so you don't have to</li> </ul> <p><b>Why attend:</b> Martin specialises in helping non-technical businesses implement AI practically. This isn't about replacing your workforce—it's about freeing them from the tedious tasks that waste their skills. You'll see real examples from professional services, manufacturing, and retail businesses that have successfully deployed AI agents.</p> <p>Ideal for senior leaders, department heads, and business owners who need to understand AI agents without the jargon.</p>
<p><b>G2:</b> How companies are using AI and Agents to accelerate business growth: A methodology to adopt Microsoft 365 Copilot - Adam Blackwell, Solutions Consultant, FluidOne</p>	<p>Covering:</p> <ul style="list-style-type: none"> <li>• How Microsoft 365 Copilot aids business growth through increased productivity, profitability and customer experience</li> <li>• How Copilot Studio &amp; Agents can build AI-driven solutions tailored to your business needs</li> <li>• How to automate workflows and free up time for strategic work</li> <li>• 3 essential steps to adopt Microsoft Copilot successfully</li> <li>• How to measure AI's impact and make smarter, data-driven decisions</li> </ul>
<p><b>G3:</b> The Human Edge: Thriving Through AI and Digital Transformation - Ravi Gidoomal, Director Michelle Aboagye, Associate, EDGE Digital Manufacturing</p> <p>Karen Lancaster, Research Fellow, University of Nottingham / Centre for People-Led Digitalisation</p>	<p>This session is for anyone who is adopting new technology or AI solutions in their business and wants to make sure that people are not an afterthought.</p> <p>We will explore how a people-focused approach to digital transformation is your key to success and can future-proof your business and help you attract and retain the next generation of talent. Join us for an interactive session on all things people and digital:</p> <ul style="list-style-type: none"> <li>• <b>Prepare for success:</b> learn common reasons digital adoption misses the mark, and how to do things differently</li> <li>• <b>Engage with peers:</b> join interactive discussions about why technology and dignity at work matters to your team exploring topics such as human rights, fairness, discrimination, equality, diversity and inclusion</li> <li>• <b>Understand the ‘why’:</b> discover the rewards of fostering a positive company culture and why it matters to Gen Z</li> <li>• <b>Unlock human potential:</b> practical tips for leaders and managers to support their teams through digital change</li> </ul> <p>This promises to be a fun and lively session with time for case studies, discussion, debate and Q&amp;A. Content and ideas will be relevant to leaders from across all sectors.</p>

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### Session 2 -choice of one of the following (13:25 – 14:10):

<p><b>MAIN HALL: Getting the SEO basics ‘Are You Tagged Right?’ An introduction to the Department of Business and Trade (DBT) and its specialist advisory services</b> - Mark Bates, Digital Trade Adviser, DBT (Repeat of session 1)</p>	<p>This will be an introduction to the DBT and its specialist advisory services, covering search engine optimisation ‘SEO Tips and Trips’. This session will explore the basic steps to getting SEO right within your website and briefly look at the free assistance offered by DBT’s specialist advisory and research team ‘STAR’. Plus, an opportunity to meet your local digital advisor, Mark Bates. LinkedIn <a href="https://www.linkedin.com/in/markbatesecomm/">https://www.linkedin.com/in/markbatesecomm/</a></p>
<p><b>G1: Stop Doing Repetitive Tasks: AI Agents That Handle the Work You’re Too Busy For</b> - Martin Broadhurst, Director, Broadhurst Digital Limited (Repeat of session 1)</p>	<p>If your team is drowning in data entry, customer follow-ups, report generation, or research tasks, this session is for you. AI agents are the missing piece between "we’re interested in AI" and "AI is actually saving us time."</p> <p>This hands-on workshop covers:</p> <ul style="list-style-type: none"> <li>• <b>The reality check:</b> What AI agents can actually do today (and what they can’t)—demonstrated live</li> <li>• <b>Quick wins:</b> Three AI agent applications that deliver ROI within weeks, not months</li> <li>• <b>Implementation without disruption:</b> How to test AI agents without overhauling your existing systems</li> <li>• <b>Cost-benefit analysis:</b> When hiring an AI agent makes more sense than hiring a human</li> <li>• <b>Common pitfalls:</b> The mistakes early adopters made so you don’t have to</li> </ul> <p><b>Why attend:</b> Martin specialises in helping non-technical businesses implement AI practically. This isn’t about replacing your workforce—it’s about freeing them from the tedious tasks that waste their skills. You’ll see real examples from professional services, manufacturing, and retail businesses that have successfully deployed AI agents.</p> <p>Ideal for senior leaders, department heads, and business owners who need to understand AI agents without the jargon.</p>
<p><b>G2: How companies are using AI and Agents to accelerate business growth: A methodology to adopt Microsoft 365 Copilot</b> - Adam Blackwell, Solutions Consultant, FluidOne (Repeat of session 1)</p>	<p>Covering:</p> <ul style="list-style-type: none"> <li>• How Microsoft 365 Copilot aids business growth through increased productivity, profitability and customer experience</li> <li>• How Copilot Studio &amp; Agents can build AI-driven solutions tailored to your business needs</li> <li>• How to automate workflows and free up time for strategic work</li> <li>• 3 essential steps to adopt Microsoft Copilot successfully</li> <li>• How to measure AI’s impact and make smarter, data-driven decisions</li> </ul>
<p><b>G3: The Human Edge: Thriving Through AI and Digital Transformation</b> - Erin Hyland DSCH Programme Manager - EDGE Digital Manufacturing (Repeat of session 1)</p>	<p>How leaders can future-proof their business and boost ROI by putting people and wellbeing first. A practical guide to leading digital change while strengthening culture and unlocking human potential.</p> <p>This session is for anyone who is adopting new technology or AI solutions in their business and wants to make sure that people are not an afterthought. We will explore how a people-focused approach to digital transformation is your key to success and can future-proof your business and help you attract and retain the next generation of talent. Join us for an interactive session on all things people and digital:</p> <ul style="list-style-type: none"> <li>• <b>Prepare for success:</b> learn common reasons digital adoption misses the mark, and how to do things differently</li> <li>• <b>Engage with peers:</b> join interactive discussions about why technology and dignity at work matters to your team exploring topics such as human rights, fairness, discrimination, equality, diversity and inclusion</li> <li>• <b>Understand the ‘why’:</b> discover the rewards of fostering a positive company culture and why it matters to Gen Z</li> <li>• <b>Unlock human potential:</b> practical tips for leaders and managers to support their teams through digital change This promises to be a fun and lively session with time for case studies, discussion, debate and Q&amp;A. Content and ideas will be relevant to leaders from across all sectors.</li> </ul>

Session 3 -choice of one of the following (14:45 – 15:15):

<p><b>MAIN HALL: The AI-Enabled Workplace – Navigating Data, IP, Compliance and Governance</b> - Hannah Steggles IP, IT &amp; Data Protection Lawyer and Paula Dumbill, Partner and Commercial and Technology Specialist at Howes Percival</p>	<p>As AI rapidly embeds itself into everyday business workflows, businesses face a new complex set of legal challenges.</p> <p>This session explores the critical governance questions that leaders must address when deploying AI in the workplace. We will unpack the evolving landscape of data ownership, intellectual property protection, regulatory compliance and internal oversight. Addressing questions including: What data can employees safely input into AI systems? Who owns AI generated content? How do businesses protect confidential information and ensure compliance with emerging regulation and guidance? This interactive session will support attendees to ensure that their roadmap for enabling AI adoption safeguards their businesses' data, reputation and IP assets.</p>
<p><b>G1: AI Horizon Scanning: Spot the Opportunities Before Your Competitors Do</b> - Martin Broadhurst, Director, Broadhurst Digital Limited</p>	<p>The businesses that thrive during technological change aren't necessarily the first movers—they're the informed movers. This session reveals what's emerging in AI so you can position your business strategically, not reactively.</p> <p>This forward-looking session covers:</p> <ul style="list-style-type: none"> <li>• <b>Next-generation AI capabilities:</b> What moves beyond today's ChatGPT and into autonomous business systems</li> <li>• <b>Early mover advantages:</b> Which AI developments reward early adoption (and which don't)</li> <li>• <b>Preparing your business:</b> The infrastructure, skills, and mindset shifts needed to capitalise on AI advances</li> <li>• <b>Competitive intelligence:</b> What larger competitors and innovative SMEs are planning—and how to respond</li> <li>• <b>Practical horizon scanning:</b> How to monitor AI developments without it becoming a full-time job</li> </ul> <p>Martin works with businesses at all stages of digital maturity, from spreadsheet-dependent to fully automated. He'll show you how to progress at your own pace while keeping an eye on what's coming next.</p> <p>Ideal for business owners, commercial directors, and anyone tasked with future-proofing their organisation against competitive disruption.</p>
<p><b>G2: The Microsoft 365 Tools You Already Pay For (But Aren't Using)</b> - Tim Rookes, CEO of Truly SMB</p>	<p>Most organisations unlock barely 20% of the tools they're already licensed for, missing out on features that could save hours every week, streamline communication, and remove unnecessary manual work.</p> <p>In this eye-opening session, Tim Rookes, CEO of Truly SMB, will reveal the powerful apps and features hidden in plain sight within Microsoft 365, from Planner, Loop, and Bookings to lesser-known capabilities inside Teams that many organisations overlook.</p> <p>There's no jargon and no heavy tech, just practical, real-world examples of how these tools can help your teams work smarter, automate everyday tasks, improve collaboration, and get far more value from the Microsoft 365 investment you're already making.</p> <p>If you want to reduce wasted time, simplify your toolset, and help your organisation use technology more effectively, or as we call it boost your tech fitness, this is a session you won't want to miss.</p>
<p><b>G3: AI and Accessibility in Modern Marketing</b> - Tania Gerard, Founder, Tania Gerard Digital UK.</p>	<p>AI is rapidly changing how marketing content is created, delivered and discovered, but accessibility is often left behind. This session explores how AI can support more accessible marketing when used intentionally and responsibly.</p> <p>Tania Gerard shares practical examples of how marketers can use AI tools to improve clarity, readability and user experience, while avoiding common accessibility risks. The session connects accessibility standards with real marketing workflows, helping teams use AI in ways that expand reach and improve engagement.</p> <p>Attendees will leave with practical ideas they can apply immediately across content, campaigns and digital channels.</p> <p>Tania is the founder of one of the first consultancies in the UK dedicated to accessibility in marketing and digital communications, a TEDx speaker, UK Parliament advisor and ADHD UK Ambassador.</p>