

# Over One Million Will Give 13 Minutes on MicroBizMattersDay

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MicroBizMattersDay celebrates what is great about micro biz - Friday January 13 2017

The third, annual #MicroBizMattersDay (<http://microbizmattersday.rocks/>) organised by Tony Robinson OBE (<https://www.linkedin.com/in/tonyrobinsonobe>) and Tina Boden (<https://www.linkedin.com/in/tina-boden-0133b017>), hosted by Charlie Mullins OBE of Pimlico Plumbers at Pimlico House, 1 Sail Street, London, SE11 6NQ, kick-starts 2017 for micro business owners.

The social media extravaganza day begins at 7:00AM on Friday 13 January and runs through to 3.00PM. #MicroBizMattersDay is promoted through a variety of channels including Twitter (<https://twitter.com/MicroBizMatters>), Facebook (<https://www.facebook.com/microbizmattersday/?fref=ts>), Google Hangouts, Social Media TV Platforms, SYB TV and Share Radio. All micro business owners can get involved with the event through social media by using the hashtag #MicroBizMattersDay.

Pimlico Plumbers (<http://www.pimlicoplumbers.com/>) and leading supplier of scanners to micro and small businesses, ScanSnap (<http://www.scansnapcommunity.net/en/>) (PFU (EMEA) Limited - a Fujitsu Company) are Premier Partners for the event with support from the UK's leading domain name, website host and provider, 123Reg (<https://www.123-reg.co.uk/>) and the market leader for integrated accounting, Sage.

In addition to Charlie Mullins OBE there will be well-known entrepreneurs and business experts in attendance or joining on Google Hangouts throughout Friday 13 January 2017. These include The Apprentice winner and founder of Bright Ideas Trust, Tim Campbell MBE (<http://www.tim-campbell.co.uk/>), founder/CEO of the MOBOs, Kanya King MBE (<http://www.kanyaking.com/>), MOBO award-winning rapper, indie label owner, Sway (<http://sway.uk.com/>) and 24 year old superstar entrepreneur, Chris Percival (<http://www.chrispercival.co.uk/>) along with Alysia Silberg (US), Tripp Braden (US), Laura Henry, Elaine Clark, Emma Jones MBE, Michelle Dorrell, Adrian Ashton and Janice Gordon.

Tony Robinson OBE, who splits his time between North Yorkshire and London said, "We are thrilled that this year's event will be hosted at the amazing London premises of Pimlico Plumbers and that the event will be celebrated in Hull, the European Capital of Culture 2017. Our friends over in America are participating by holding #MicroBizMattersDay parties too."

Tina Boden said, "It is a great honour that we have so many media partners and business membership bodies supporting what we do and we cannot thank them enough for spreading the #MicroBizMattersDay message. In 2017, we would like all business owners to spend 13 minutes helping other business owners with winning and keeping more customers and improving cash-flow - #'IGave13 Minutes'.

"#MicroBizMattersDay is a great opportunity for business owners everywhere to help each other in their business development. There will be eight hours of exhilarating learning sessions taking place throughout the day."

The media support on the day includes Start Your Business TV (<http://www.startyourbusinessmag.com/sybtv/>), Plan Digital and Share Radio

(<https://www.shareradio.co.uk/>). Other media outlets are very welcome to attend on the day.

The January 13 2017 event allows over one million business owners to engage and learn online (this year's #MicroBizMattersDay trended on twitter for 5 hours) with 100 micro (0-9 employees) business owners attending the main event in London to meet some of Tina and Tony's famous friends - all business owner leaders in their own field.

#### Useful Links

MicroBizMattersDay: <http://microbizmattersday.rocks/>

MicroBizMattersDay Twitter: @MicroBizMatters #MicroBizMattersDay #IGave13

MicroBizMattersDay Facebook: <https://www.facebook.com/microbizmattersday/?fref=ts>

Tony Robinson OBE LinkedIn: <https://www.linkedin.com/in/tonyrobinsonobe>

Tina Boden LinkedIn: <https://www.linkedin.com/in/tina-boden-0133b017>

#### Ends

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#### About Tony Robinson OBE

Tony Robinson OBE is an author, speaker, business owner of thirty years and the co-founder of Enterprise Rockers CIC and #MicroBizMattersDay

In 1995 Tony founded, and remains a co-owner of, the SFEDI Group including the Institute of Enterprise and Entrepreneurs. SFEDI is the Government recognised, national and international sector skills body for enterprise. SFEDI specialises in skills development, qualifications and learning for small, medium and micro businesses and those who support them.

In 2001 Tony was awarded an OBE for his services to small firms and training.

Tony has also received a Lifetime Achievement Award for Enterprise from the IAB in 2012. His latest, of seven books, is an Amazon 5 star rated 'Freedom from Bosses Forever'.

#### About Tina Boden

North Yorkshire-based Tina Boden is one of the UK's leading voices for micro business. By the age of 21 Tina was running her own business, in partnership with her Mother and has been running micro businesses ever since.

Through her rebranded business, The Tiny Troubleshooter, Tina shares over 25 years of her experience and helps others who are running micro businesses, charities or social enterprises keep their organisation on

the right track. Tina ensures business owners develop and flourish through strategic implementation.

In 2012 Tony and Tina created a free, non-membership 'network of networks' in order to bring together micro enterprises and business owners to share their knowledge to other micro business owners. Enterprise Rockers and @MicroBizMatters operates globally.

Press Conference Thursday 12 January 2016

A Press Conference and Award Ceremony will begin at 12.30pm on the 12 January at Fujitsu (for ScanSnap), 22 Baker Street, London, W1U 3BW.

Four awards will be presented at the event including the 'Favourite Fictional Micro Business Owner' award and 'Micro Business Champion of the Year'.

Representatives of Enterprise Rockers' (<http://www.enterpriserockers.co.uk/>) premier partners ScanSnap (<http://scansnap.fujitsu.com/>) and Pimlico Plumbers (<http://www.pimlicoplumbers.com/>) will be attending the press conference as well as key supporters including 123Reg (<https://www.123-reg.co.uk/>) and Sage (<http://www.sage.co.uk/>).