One Million Business Owners Take Part in MicroBizMattersDay

Submitted by: MicroBizMattersDay
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MicroBizMattersDay celebrates what is great about micro biz at January event

The hotly anticipated 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) will be hosted by Charlie Mullins OBE of Pimlico Plumbers at Pimlico House, 1 Sail Street, London, SE11 6NQ. The event kick-starts 2017 for micro business owners.

The social media extravaganza day on Friday 13 January begins at 7:00AM 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 (http://www.sage.com/).

Fujitsu brand scanners are designed, manufactured and marketed worldwide by PFU Limited, a wholly owned subsidiary of Fujitsu Limited (Japan). PFU is a globally active IT provider that designs, manufactures and markets computer hardware, peripheral products and enterprise software. PFU offers a broad portfolio of document scanners for professional, personal, desktop, workgroup, high-volume production and networked environments and is one of the world's leading document scanner companies.

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 and indie label owner Sway (http://sway.uk.com/) and 24 year old superstar entrepreneur, Chris Percival (http://www.chrispercival.co.uk/). Also at the event will be 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.

"There is an extra bonus for micro business owners the following day. We have teamed up with Enterprise Nation StartUp 2017 (https://www.enterprisenation.com/) who are holding events in London, Birmingham and Bristol. The event is the UK's largest start-up show of the New Year and the place to be

if 2017 is your year to start a business or brush up on business skills. After #MicroBizMattersDay it's the best way to get a business idea off the ground."

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 event will allow over one million business owners to engage and learn online (2016'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 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

Media information provided by Famous Publicity. For further media information please contact Adam Betteridge at +44 (0) 33 33 44 23 41 or adam@famouspublicity.com, Tony Robinson at tonyrobinson@gmail.com or Tina Fotherby at +44 (0) 33 33 44 23 41 or tina@famouspublicity.com

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 book entitled ‘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 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/).

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e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com

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