

Worthy.

THE BUSINESS BOOSTER

Practical Magic Edition

12TH MAY

WOMENS ORGANISATION, LIVERPOOL

9AM-3PM

9.30am **Welcome and Introduction**

from Carmel Dickinson: Founder of Worthy

9.45am **Practical Magic 1: Your AI Wizard** *Scott Mitchell – Stepping Stones AI*

Scott Mitchell of Stepping Stones AI is on a mission to help all businesses understand the power of incorporating AI into your business and not just to help write posts and as a search engine. He will focus on Claude and talk through how he can become an assistant, create and support projects and give you time back in your business to do the things you love and are best at.

10.15am **Practical Magic 2: You are cursed without contracts.** *Egbe Manton – Manton Legal*

Contracts are the protective invisibility cloak of your business but many of us do not have them in place. But also having structure is the way we can create predictability and stay out of the hustle and into consistent income.

10.45am **Coffee Break and Networking.**

11:15pm **Fireside Chat: Defining Gravity** *Angela Spencer – Virago*

Angela is a life coach with a successful commercial business Virago. She is also one of the founders and facilitators of Trinity Wellness CIC. What are the practicalities of running two businesses especially as one is not for profit and one is commercial. She will share how she approaches it from a mindset and logistical point of view helping others manage the many juggles we face.

12:10pm

Panel Discussion:
The spellbinding power of money

This panel discussion with money experts in funding, grants, loans and investment to help you gather more finances for your future business. Many of us are leaving money on the table for others to gain – we should be applying. But where ? And does it provide the solutions we expect or is it all smoke and mirrors.



12:40pm

Practical Magic 3: Invisibility is not a superpower!
Becky Thrower – The B Social Company

Becky knows personal branding works and helps us with the pain of showing up on socials. And not just the usual spell of “make a reel” she will share her editing, posting and authenticity tips to help you really get seen and more importantly heard.

1:10pm

So now what...turning all that magic into the practical.
Christina Mitchell

Christina Mitchell will help us set our minds back to a place where what we have all learned can be practiced and not forgotten.

1:15pm

Closing thoughts

1:30–3pm **Lunch and networking**

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