

21 November 2011

## **Microsoft to deliver first ever seminar in Wales at free business event**

Budding entrepreneurs and established and growing businesses are being invited to attend a free event aimed at fostering business growth, sharing ideas and providing investment and funding opportunities.

*Capital Cardiff: Investing in Business Potential* will take place on 29 February 2012 at Cardiff's City Hall and will be headlined by keynote speaker Allister Frost, Head of Digital and Marketing Strategy at Microsoft.

It will mark the first seminar Microsoft has delivered in Wales and will give attendees an insight into how to connect with customers and unlock fresh business opportunities through digital channels, followed by a Q&A session with Mr Frost.

The event, which is jointly hosted by the South Wales Chamber of Commerce and Cardiff Council, will also offer delegates a variety of free breakout seminars and exhibitions, as well as the chance to network and establish new business contacts from across the UK.

Companies seeking investment will also be given the opportunity to pitch in a Dragons' Den style event, while new start-up businesses will be able to seek advice from support agencies exhibiting on the day.

The Dragons' Den style event will see companies that are seeking investment given the opportunity to pitch to a panel of business experts who will then quiz them on their proposals. Businesses who survive the competitive pitching stage will then be invited to present their proposal to potential investors in one-to-one meetings in the hope of securing financial backing.

The conference aims to promote business support and investment funding for businesses, as well as to inspire the next generation of entrepreneurs, such as graduates wishing to develop their business ideas.

Graham Morgan, director of the South Wales Chamber of Commerce, says: "This is a fantastic opportunity for entrepreneurs and businesses to take advantage of a free event that

will give them insight from experts in the business world as well as the opportunity to secure investment and funding.

“We’re thrilled to have been able to secure Allister Frost as the keynote speaker for the event, which marks a first for Microsoft in Wales. This is a rare opportunity for businesses in Wales to gain invaluable insight from someone as experienced as Allister into how they can reach customers through digital communication channels – something which is particularly pertinent in today’s increasingly digitised business world.

“It is vital that we back our entrepreneurs and give them the opportunity to maximise their potential – which is why this event will be designed to inspire them and offer them all the support and backing they need to make their business a success.

“Capital Cardiff is all about helping and supporting our entrepreneurs and businesses that have the ability to succeed in today’s difficult economic climate and only through this type of support will we help drive economic growth in Wales.”

Cardiff Council’s deputy leader and executive member for economic development, councillor Neil McEvoy commented: “We all know that the climate for businesses has been very challenging and now more than ever, businesses need all the help they can get. The Capital Cardiff Conference will give a vital platform to businesses in Cardiff to gain the advice and support they need to grow and prosper. This conference is just one of the ways in which the council is supporting business in the capital.

“It is important to emphasise just how much is on offer during this Conference and we would encourage you to register your attendance and benefit from a range of business advisors, investors, networking opportunities and topical seminars that will all be at your disposal for free during the day”.

Entrepreneurs and businesses looking to attend the conference can visit [www.southwaleschamber.co.uk/capitalcardiff](http://www.southwaleschamber.co.uk/capitalcardiff) for more information.

**ENDS**

<p><b>Media enquiries to Mitchell Gadd at Freshwater on 029 2054 5387 or <a href="mailto:mitchell.gadd@freshwater-uk.com">mitchell.gadd@freshwater-uk.com</a></b></p>
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**Notes to editors:**

## **Event Schedule**

08.00 - 09.00 Registration & Refreshments  
09.00 - 09.15 Welcome Speeches  
09.00 - 17.00 Exhibition  
09.30 - 12.00 Business Seminars  
09.30 - 12.00 Business Pitches: Early Stage Investments  
12.00 - 13.00 Conference Lunch Break  
13.00 - 13.45 Keynote Speech & Q&A with Allister Frost, Head of Digital Marketing Strategy for Microsoft  
14.15 - 16.45 Business Seminars  
14.15 - 16.45 Business Pitches: Later Stage Investments  
17.00 Conference Closes

### **Allister Frost, Head of Digital Marketing Strategy for Microsoft**

Allister Frost is an experienced B2C and B2B marketer who helps businesses achieve their potential by connecting with customers through digital communication channels. As Head of Digital Marketing Strategy for Microsoft, he specialises in emerging online marketing techniques and is reengineering how brands like Windows 7, Office365, and Xbox 360 use the social web to achieve their business goals. He regularly speaks at business and academic seminars about the rapidly changing social media landscape, and shares advice about how brands can benefit from the end of the broadcast era and how creative marketing in a digital world can help unlock fresh business opportunities. Allister posts his ideas and perspectives to his popular digital marketing blog at <http://allisterfrost.com> and contributes to Microsoft's Digital Learning curriculum. Prior to joining Microsoft in 2003, Allister managed consumer goods brands including Andrex, Huggies and Kleenex. These days he can mostly be found darting between Reading, London and Cyberspace.

<http://allisterfrost.com> / [www.twitter.com/allisterf](http://www.twitter.com/allisterf) / [allister.frost@microsoft.com](mailto:allister.frost@microsoft.com)