



## LEADING LIGHTS IN SPORT AND BUSINESS SHARE THEIR INSIGHTS WITH SOUTH WEST'S TRAILBLAZING FIRMS

Wednesday 6<sup>th</sup> October 2010  
Somerset County Cricket Club, Taunton TA1 1JT

### TRAILBLAZING - The Beacon Summit 2010

Beacon South West today announced that former British Lions rugby star and coach, **Sir Ian McGeechan**, will be the keynote speaker at its 2010 Summit in October. The focus of the Summit, which takes place biennially, is leadership in the future world of business.

Sir Ian, who has worked with Gloucester Rugby Club in an advisory capacity and recently took up the post of performance director at rivals Bath Rugby, is widely acknowledged as restoring the fortunes of the British and Irish Lions teams and re-establishing the tour as the greatest in world rugby. He will be sharing his vast experience of leading and creating winning teams with business leaders from the South West.

Taking place at the brand new conference centre at Somerset County Cricket Club in Taunton, The Summit boasts an impressive line-up of speakers;

Delegates will hear from **Dennis Turner**, chief economist at HSBC Bank, a popular speaker at the 2008 Summit where he provided valuable insight into the forecast for businesses at the start of the Credit Crunch; **Floyd Woodrow**, former member of the SAS who now specialises in coaching and developing elite performers from international athletes to business people; and internationally acclaimed specialist **John McMahon** who has over 25 years' experience advising businesses. All will be giving their insights on business in the current economic climate and crucial role of leaders in creating more robust and profitable businesses.

The Summit will bring together over 100 of the region's top trailblazing companies to ignite debate and discussion on fundamental business issues. The Summit is being hosted for the third time by Beacon South West, a unique alliance of high-growth businesses recognised for their achievements and willingness to share best practice, forge business collaborations, and motivate others to further advance economic success in the region.

Sue Baker, project director for Beacon South West, said: "The principles of good leadership, whether it is in a sports arena or within a business, are essentially the same. We have a great line of speakers who have gained and honed their leadership skills in high-pressure situations at a national and international level and will be able to provide valuable insights to the South West's business leaders."

This year, the Summit also offers a free breakfast workshop for early risers. The workshop, presented by Optix Solutions, will explore strategies and techniques for improving on-line marketing including the use of social media such as Twitter and Facebook. There are 20 places available which will be distributed on a first come first served basis.

There are still delegate places available for the Summit and can be booked via the Beacon South West website: [www.beaconsw.org](http://www.beaconsw.org)

**Ends**

**For further information on Beacon SW, please contact:**

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**Beacon South West** brings together some of the South West's most forward thinking and ambitious companies to promote success and spearhead the growth of the region. A key business initiative of the South West of England Regional Development Agency, Beacon South West is an award given to those companies who can demonstrate outstanding achievement across a range of criteria, including significant improvements in productivity and performance, profitability, work culture and innovation. Beacon South West members play an important role in cultivating enterprise excellence in the region - [www.beaconsw.org](http://www.beaconsw.org)