

## Marketing Speaker - Joanne Allday

### BUSINESS WOMAN

Born into a business world; Joanne's parents ran a successful retail outlet in Cumbria. From an early age, Joanne and her younger sister were enlisted to serve customers, stock-take and help their father make repairs and deliveries; giving them a hands-on understanding of every aspect of running a small business.

Joanne's own entrepreneurial flair started to show at age 13, when she was legally old enough to have her own job – and earn her own money. She started a weekly paper-round and delivered three papers, instead of just one; earning three times the money in the same length of time. By focusing on marketing and sales strategies that increase profits and reduce the time business owners need to spend in their business, Joanne now helps her customers achieve the same thing.

### SPEAKER

Joanne delivers public and corporate seminars, runs workshops and conducts live and online training courses on money making marketing, spotting opportunities and trends and ethical marketing.

Her passion and enthusiasm for her subject bring the topic to life, and through sharing her experiences she demystifies the so-called 'black magic' of marketing.

### FELLOW OF THE CHARTERED INSTITUTE OF MARKETING

During her fifteen years experience in Sales and Marketing, Joanne has advised blue-chip companies including P&O Cruises. As well as brands such as Jockey Club Racecourses, Learning and Skills Councils, Morecambe FC and Regional Tourist Boards. Joanne formed her own marketing consultancy, Showing Off Ltd, six years ago to follow her passion for business. The company specialises in assisting any size of business grow through effective marketing, from blue-chip to SMEs.

Joanne is one of only 300 female Fellows of the Chartered Institute of Marketing globally and Chaired the Cumbrian Group for over three years. She has a Masters degree in Marketing Management from Lancaster University, where she often returns to lecture.

### BUSINESS ACADEMY

In 2008 Joanne and her husband and business partner, Gavin, launched their most challenging project to date. Showing Off Academy is a private Business School assisting entrepreneurs to fast-track their company. Delivered entirely by business owners; the programme provides an intensive, practical way for proactive businesses to make money, save time, generate ideas and have a positive influence in their local community. The Academy supports Hope Academies in South Africa as a way of giving back and sharing their wealth and education.

### STUDENT

Never content with sitting still, Joanne is continually learning and developing her skills. She is a real bookworm and watches change in many industries; spotting global trends and promotional ideas across many sectors.

Joanne's next academic challenge is to fulfil her role as an Assistant Director in BNI and successfully develop and nurture a proactive group of business owners in the North West.

**If you need a speaker, call Joanne on 0845 869 4766**



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WE'LL SHOW YOU HOW TO  
FLAUNT IT!