

## Lesley Everett, Keynote Speaker

Lesley Everett, principal consultant and Managing Director of LE Consultants Ltd., is recognised as the UK's leading Personal Branding Consultant, a professional conference and keynote speaker, high impact executive coach and author.

Lesley works with business professionals to identify, develop and unleash personal and corporate brand values and then coach and train them to use these values to create a lasting and powerful impact in business.

She has appeared on numerous television programmes, including GMTV, BBC News 24, Sky News, CNBC, Bloomberg and ITV's Trisha, and has been interviewed by various Radio stations, including BBC Radio 5 Live, BBC Radio 4 and LBC.

Lesley also writes for many specialist business publications, such as Customer First, Training Journal, Sales & Marketing Professional, POINT (Institute of Leadership & Management) and Smart PA.

■ Entry to the BIGGA Awards and the Keynote speech is free of charge to all BTME & Clubhouse delegates.

### Seminar Session Eleven

Construction Materials for Golf Greens  
Ann Murray, Laboratory Manager,  
European Turfgrass Laboratories

Seminar Session Twelve - Free  
Current Trends in Fertiliser, Pesticide  
and Water Usage on Australian Golf  
Courses

Andrew Peart, Turfgrass Agronomist,  
Australian Golf Course Superintendents  
Association

### Master Greenkeeper Certificate Tutorial - Free

Tuesday 18 January, Hall D - Restaurant

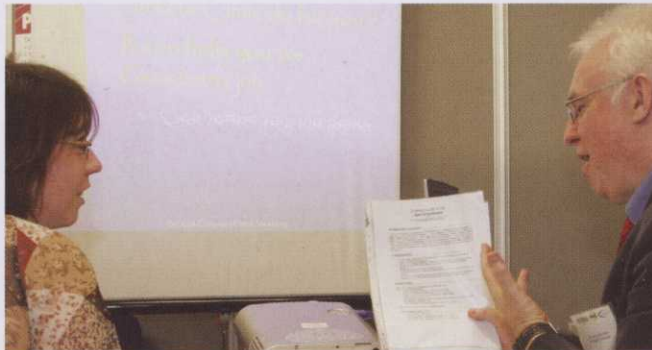
Discover how you can become one of tomorrow's Master Greenkeepers at this tutorial presented by today's Master Greenkeepers who will be guiding you through the three stages of qualification.

### Careers Fair - Free

Supported By The TORO Company  
Tuesday 18, Wednesday 19 and Thursday  
20 January 2005  
Hall Q, Harrogate International Centre

Discover the secrets of finding your next job at the Careers Fair located in Hall Q that includes presentations on how to produce your CV, write letters of

application and how to negotiate your terms and conditions of service. The "Job Wall" will provide visitors with an extended range of opportunities in the industry.



### Exhibition Banquet - Majestic Hotel

The finale of Harrogate Week is the Exhibition Banquet. An evening of good food and cabaret entertainment featuring comedian Tom O'Connor followed by a 70's, 80's and 90's Disco.

