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When I'm not travelling I normally get up at 6.50am to have breakfast with my children before they go to school, but today I am in Aberdeen to chair the Deals and Dealmakers Breakfast Conference for Media Scotland and Scottish Business Insider, so it's an earlier start (6am). Three hundred people attend the event. It finishes at 9.30am and I head straight back to the airport to catch my flight back to Heathrow with a chance to catch up on emails and calls en route.

I receive an enquiry from Echo Events & Association Management to host the North-East Accountancy Awards at the end of June. I verbally agree because I can't resist the pull of Newcastle, having worked in the North East many times.

Once back at my desk, I catch up with WeDo Technologies, a Revenue Assurance and Fraud Management company, to discuss plans for their Worldwide User Group conference #WUG17 in Lisbon which I am hosting for the second year in May. We are expecting 450 professionals



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and more than 55 telecom operators from 45 countries.

The Worldwide User Group is a lovely conference to host, but it will require a lot of advanced preparation including working with the key speakers we have confirmed so far.

After lunch I receive an email from Berko Raiders, my 11-year-old son's football team, about the coming tour in Bournemouth. My company, PS Programmes, sponsors the team, which gives me enormous pride.

At 3pm I have a call with The National Autistic Society to confirm arrangements for a media training workshop I am delivering to support the organisation's 'Too Much Information' Year 2 campaign launch. I have booked Holborn Studios in Islington as the venue – and with photos of icons such as David Bowie, Benjamin Zephaniah, and

Ricky Gervais lining the studio walls – it is the ideal location to get the creative juices flowing.

At 4.30pm I set off for the British Library in London where I am moderating an 'Inspiring Entrepreneurs Question Time' evening event for the Business and IP Centre in their 250-seater auditorium.

A packed audience hears from entrepreneurs including Helen Pattinson, co-founder of Montezuma's, and Edwina Dunn, co-founder of Dunnhumby, as well as from Lesley Batchelor, director general of the Institute of Export & International Trade. Ten National Network partner libraries across the UK screen the event and thousands of viewers tune in to the live webcast.

Running a small business myself, delivering media and crisis media management training, I certainly appreciate the value of events like this in getting top tips and ideas.

I stay on for the drinks reception and to host the prize draw, which includes a Montezuma's chocolate hamper (yum!) plus a signed copy of my book, *Insider Secrets of Public Speaking*. A quick bite to eat before catching the train home, and an opportunity to catch up on personal admin including confirming 6th form appointments for my daughter.

Arrive home, a decaf tea and straight to bed at 11.30pm. **CN**

Nadine Dereza is a broadcaster, and international conference moderator and has presented for CNN, Simply Money, BBC and Sky TV. She is media director at PS Programmes, delivering presentation skills and media training. Contact: nadinedereza.com