To celebrate the launch of **Deal School** and **Chairman’s Club**, we would like to invite you to join us, and some of the **UK’s leading experts,** for a one-day conference and workshop

**“How to Buy or Sell a business, avoiding the pitfalls, maximising the opportunities”**

**Location?**

The workshop is to be held at The Vialli Suite, Chelsea Football Club, Stamford Bridge, London

**Who should attend?**

This is workshop for senior leaders, investors, and owners only. Speakers and other contributors are amongst the UK’s leading experts and have a wealth of expertise and deal-doing experience.

**What’s on offer?**

This workshop is intended to provide you with the skills and tools necessary to identify, value, and negotiate the purchase or sale of a business.

**Format?**

The day is structured as a workshop exploring the practical issues faced by both buyers and sellers of SME businesses. The day is split in to four sessions, each covering one subject. We kick-off at 10AM, with break for lunch and finish a 5PM. The workshop will be followed by a drinks reception at which senior industry figures will attend and network with conference attendees.

**Objective**

Together our aim is to equip you with the **skills**, **tools**, and the **support** you will need to confidently deal with vendors, their agents, and the numerous other advisors you will meet on your journey. We shall identify some of the traps to be avoided, give you a sound understanding of what a business is worth, and highlight some of the common pitfalls that should be avoided if you are to make successful acquisitions of profitable, well-established businesses.

**Cost £1,999 plus VAT**

This includes,

* All meals and light refreshments
* One night’s accommodation at the conference hotel
* Attendance at the post event networking dinner
* **2 Months complementary membership of Chairman’s Club\***

**Content - Morning**

**What am I looking for – Finding a business or buyer**

**Hosted by – Director Business Transfer Agent**

* Setting objectives & Timescales
* Time allocation
* Non-financial Objectives
* Industries and Location
* Common Pitfalls
* Sources of leads
* The role of brokers and other third parties
* Costs

**Valuing the business & Negotiating the Deal**

**Hosted by - Jeff Smith, Managing Director, Acquisitions Advisory Ltd**

* Different approaches
* Modelling the future and business planning
* The Deal School Model and what it identifies
* The Price
* The structure of the deal

**Negotiating Skills**

**Hosted By** - **Paul Glynn – Director Sandler UK**

* The up-front Contract
* No Mutual Mystification
* Pain
* The Sandler Submarine

**Content – Afternoon**

**Financing the deal**

**Equity Finance**

**Hosted by – Nick Young, CEO of Beer & Young, Corporate Finance**

* Sources of equity investment, Institutional, HNW, Family offices.
* Preparing your business plan and application for success.

**Debt Finance**

**Hosted By – Senior Director, Close Brothers**

* The pros and cons of different financing products
* Sources of debt finance
* What are lenders looking for in a proposal?
* Directors Guarantees and ‘Hurt Money’

**Due Diligence**

**Hosted by – , Finance Director and experienced entrepreneur**

* The purpose of Due Diligence
* Who should carry out the DD investigation?
* The risks and Professional Indemnity Insurance

**Legal Completion**

**Hosted by – Andrew Inkester, former Managing Partner, CMS**

* The purpose of a Share Purchase Agreement
* Key Contract points in a Share Purchase Agreement
* Contentious issues
* Warranties

**What is Deal School?**

Deal School provides entrepreneurs with the skills and knowledge that they will need to successfully buy or sell a business. As experienced investors and lenders we do not believe in miracles, we do believe that many mistakes can be avoided, and the chances of success significantly increased with the right approach.

**The Chairman’s Club\***

The Chairman’s Clubis a proper club. It will provide members with a source of help, encouragement, and will encourage members to interact with each other, both directly and via club events, and to exchange experiences, and if appropriate, co-invest or joint venture deals.

Membership numbers will be limited and restricted to those entrepreneurs that have either attended the one-day conference or can demonstrate that they have the experience required to contribute to the group.

**Biographies of Contributors**

Director, Business Transfer Agent

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Jeff Smith, Managing Director, Acquisitions Advisory Ltd

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Nick Young, CEO of Beer & Young, Corporate Finance

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Director, Close Bros Asset Finance

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Finance Director

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Andrew Inkester, former Managing Partner, CMS

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