#MicroBizMatters Day Brings the Small Business World to Manchester

Submitted by: MicroBizMattersDay
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On Friday, January 12, micro business owners from around the world will join together in a social media extravaganza to celebrate #MicroBizMatters Day (https://microbizmattersday.rocks). Over eight hours of broadcasting will be hosted from XYZ Works & Social (http://thexyzbuilding.com), 3 Hardman Street, Manchester, M3 3EB.

The aim of #MicroBizMatters Day (http://bit.ly/2CEBC3d) is that business owners should give a little time to help other business owners kick off the New Year. Business owners nationwide are encouraged to provide 12 hints or tips, make a 12-minute video supporting another business, buy 12 items from a microbusiness or follow 12 new start-ups on Twitter.

The day will recognise small businesses and micro-enterprises globally. In the UK alone, there are over 5.4 million microbusinesses, representing 95% of all businesses. It is estimated that one in every seven working adults run their own micro-enterprise. #MicroBizMatters Day is the biggest independent social media day of recognition, action and learning for business owners in the world.

Supported by the UK's major national small business membership organisations, #MicroBizMatters Day (http://bit.ly/2CEBC3d) will also be joined by a selection of celebrity entrepreneurs such as digital skills and communities' guru, author and speaker Penny Power OBE and Manchester-based speaker and Dragons' Den survivor Naomi Timperley FRSA. The star entrepreneur of the many Q & A sessions who has supported every #MicroBizMatters Day is Chris Percival.

Chris Percival started his business at the age of 14 and is now listed by Richtopia as one of the UK's most influential entrepreneurs. He is the founder and CEO of Jigsaw Medical and eJIGSAW and more recently founded an independent record label – Jigsaw records. Still only 26 and a registered paramedic, Chris leads Jigsaw operations from 8 locations in the UK and several locations in Europe, Africa and Australia, with over 3,000 members of the team – over 800 of which on a full-time basis.

#MicroBizMatters Day (http://bit.ly/2CEBC3d) own Tsar, Charlie Mullins OBE, founder and CEO of London-based Pimlico Plumbers will also be joining at 10:00 AM through Google Hangout.

Chief Executives of the Association of Independent Professionals and the Self-Employed (IPSE), Forum of Private Business (FPB), International Association of Bookkeepers (IAB), The Business Cafe and Freelance Heroes will be in Manchester for the day. They will be joined through Google Hangouts by Enterprise Nation and many other business membership networks.

#MicroBizMatters Day (http://bit.ly/2CEBC3d), now celebrating its fourth year, was created by Tony Robinson OBE (https://tonyrobinsonobe.com) and Tina Boden (https://wakelet.com/@MicroBizGirl). Tony Robinson OBE is known as the Micro Business Champion, founder of social enterprises to support start-ups and business owners, author and speaker. Tina Boden, aka The Tiny Troubleshooter, is one of the UK's leading voices for microbusinesses, working to make life better for those that employ zero to nine members of staff. As a passionate ambassador for independent businesses, Tina spends 90% of her budget with micro and 'indie' businesses.

Tony Robinson OBE said, “Micro enterprise owners are major contributors to every nation’s employment, innovation, communities and economic growth. By giving micro business owners the right help in their first eighteen months of operation, particularly peer support, 80% will survive beyond three years. #MicroBizMatters Day connects micro business owners to give them the best possible chance of success.”

#MicroBizMatters Day (http://bit.ly/2CEBC3d) will take place on Friday January 12, 2018 from 7:00 AM until 4:00 PM at XYZ Works & Social, XYZ Building, 3 Hardman Street, Manchester, M3 3EB.

Links:
#MicroBizMatters Day: https://twitter.com/search?q=%23MicroBizMattersDay&src=typd
MicroBizMatters Day Website: https://microbizmattersday.rocks
MicroBizMatters Day Twitter: https://twitter.com/MicroBizMatters
Tony Robinson OBE: https://twitter.com/TonyRobinsonOBE
Tina Boden: https://twitter.com/MicroBizGirl
XYZ Works & Social: https://twitter.com/XYZWorks_Social

Ends

Journalists are invited to attend the day and are welcome to any of the learning sessions, an itinerary can be provided upon request.

Media information provided by Famous Publicity. For further information please contact Adam Betteridge (who will be in attendance on the day) at adam@famouspublicity.com or call 07548 755 766, Becky Lushey at becky@famouspublicity.com and Tina Fotherby at tina@famouspublicity.com or call 0333 344 2341.

About Tony Robinson OBE

Tony Robinson OBE is known as the Micro Business Champion. He is an author, speaker, business owner of thirty years and the co-founder of Enterprise Rockers CIC and #MicroBizMatters Day.

In 1996 Tony founded, and remains a co-owner of, the SFEDI Group including the Institute of Enterprise and Entrepreneurs. SFEDI is the Government recognised, national and international sector skills body for enterprise. SFEDI specialises in skills development, qualifications and learning for small, medium and micro businesses and those who support them.
In 2001 Tony was awarded an OBE for his services to small firms and training.

Tony has also received a Lifetime Achievement Award for Enterprise from the IAB in 2012. His latest of eight books is ‘Loose Cannon’, which is available on Amazon.

About Tina Boden

North Yorkshire-based Tina Boden is one of the UK’s leading voices for micro business. By the age of 21

Tina was running her own business in partnership with her mother and has been running micro businesses ever since.

Through her rebranded business, The Tiny Troubleshooter, Tina shares over 25 years of her experience and helps others who are running micro businesses, charities or social enterprises keep their organisation on the right track. Tina ensures business owners develop and flourish through strategic implementation.

In 2012 Tony and Tina created a free, non-membership ‘network of networks’ to bring together micro enterprises and business owners to share their knowledge to other micro business owners. Enterprise Rockers CIC, #MicroBizMatters Day and @MicroBizMatters operates globally.

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