

PRO LANDSCAPER THEATRE

SEMINAR PROGRAMME

09:00 **Welcome**

10:00 **The Next Generation**

Jim Wilkinson (Chair) • Ross Conquest, Conquest Creative Spaces • Jake Catling, The Landscape Consultants • Craig Nester, Habitat Landscapes • Ed Burnham, Burnham Landscaping

Come and listen to four up-and-coming landscapers talk about how they're progressing, growing, and working towards their goals of becoming the next generation of RHS Chelsea builders. All these people have had a fantastic year – most of them have built show gardens and are gaining great reputations.

Chaired by Jim Wilkinson, this seminar is a must-attend for anyone who is interested in seeing who the next generation is. The panel will include Ross Conquest (Conquest Creative Spaces), Jake Catling (The Landscape Consultants), Craig Nester (Habitat Landscapes), and Ed Burnham (Burnham Landscaping).

11:00 **Plant disease affects us all...**

Jamie Butterworth (Chair) • Tim Edwards, Boningale Nurseries • Nicola Spence, Animal Plant Health Agency • Richard McKenna, Provender Nurseries • Robin Wallis, Hortus Loci

Plant disease affects every part of the landscaping sector. This year we've pulled together a fantastic panel who know about all the different issues – what's bad, what diseases are in the UK, how they affect the nursery world, and how this affects designers and landscapers when choosing plants.

Pro Landscaper contributor Jamie Butterworth will chair the panel, which includes Professor Nicola Spence (the UK's leading expert on plant disease), Tim Edwards (of Boningale Nurseries and who sits on multiple committees about the effects of plant disease on nurseries), Richard McKenna (Provender Nurseries) and Robin Wallis (Hortus Loci).

12:00 **Lunch**

14:00 **Design - It all starts with a design**

Jamie Butterworth (Chair) • Will Williams, Will Williams Design • Lilly Gomm, Lilly Gomm Studio • Tony Wood, Garden Club London • Hay Hwang, Hay Designs

Also chaired by Jamie Butterworth, this panel features young designers, who have already achieved great things in their careers. These are the designers that will no doubt dictate RHS Chelsea for years to come.

Sitting on the panel will be Will Williams (who won RHS Young Designer of the Year), Lilly Gomm, Tony Woods, and Hay Hwang.

15:00

Let's Hear It From - The Landscape Legends

Jim Wilkinson - Chair • Mark Gregory, Landform Consultants • Ann-Marie Powell, Ann-Marie Powell Gardens • David Dodd, The Outdoor Room • Jo Thompson, Jo Thompson Garden Design

A new addition to FutureScape this year, we've pulled together a panel of Landscape Legends. These are the four names that come up whenever we talk to people about who they follow or who they're inspired by, so come along and learn from the legends themselves.

The panel consists of Mark Gregory (who has more Chelsea Gold medals as a builder and designer than anyone else), Ann-Marie Powell (a well-known personality who works very closely with the RHS), David Dodd (a veteran of Chelsea who runs a very successful business in Sussex) and Jo Thompson (a highly creative designer and another big player at RHS shows).

16:00

One to One: Live on stage interview with Cleve West

Visit The Pro Landscaper Theatre at 4:00pm, where Horticulturist Jamie Butterworth takes to the stage to quiz and question renowned garden designer Cleve West. This is an opportunity for us to dig in deep and understand the real highs and lows of running a successful garden design business. This session will provide an insightful look into the background of a key industry player. We hope you leave inspired by this interview.

**BUILD
PLANTS
DESIGN**

They'll be talking about all things design, what they're currently up to and filling us in on their future plans.

	Room 1 Business Growth	Room 2 Landscape & Aftercare	Room 3 Inspire
09:00		Welcome	
10:00	The Digital World, Hype or a Valuable Tool? Jamie Wilkinson (Chair) • Ben Shaw, Adtrak • Adam White, Davies White • Laura Welbourne-Baker, University of York • Paula Parker, PP8 Marketing Learn how you can make digital marketing work for your business and understand the value of social media in the business environment. Hosted by Jamie Wilkinson (director of Eljays44), the panel features Ben Shaw from Adtrak (one of the leading digital companies in the UK), Adam White, Laura Welborn-Baker from the University of York, and PR expert Paula Parker.	10 Reasons Why Soil is Important Laura Hathaway-Jenkins, Tim O'Hare Associates Laura will discuss and clarify some of the more common soil issues and misunderstandings that arise on projects. This will include the main functions of both topsoil and subsoil, the right soils for species-rich grasslands, the impacts of soil compaction to the landscape and the environment, explaining the significance of soil pH and explaining the finer points of the British Standard for Topsoil.	Increasing the Value of your Design: Lighting Luke Thomas, John Cullen Lighting Luke Thomas, Design Director of John Cullen Lighting will show you how to enhance your designs to create a magical space. Discover clever tricks to enhance the value of the garden and create another dimension at night. Luke will take you on a tour of recent projects showing how lighting enhances planting, trees and seating areas as well as hard landscaping and sculptures. He will also examine the latest LED tools required to achieve the stunning effects for your designs.
11:00	Business Consultancy, is it Worth it? Paul Downer, Oak View Landscapes • Nick Ruddle Paul Downer, Managing Director of Oak View Landscapes and Nick Ruddle of Action Coach Business Coaching have been working together for over five years on a growth and development strategy for Oak View Landscapes. The process allows business owners to focus "ON" the business rather than working "IN" it. Learn how you can free up more time, creating a business that can operate successfully without you whilst creating the right company culture, building a market leading team and delivering great financial results.	Aftercare Management, Overlooked or Business Opportunity Jim Wilkinson (Chair) • Angela Palmerton, Lady Penelope Gardens • Tom Bream, Great Martins Estate • Sarah Morgan, Sarah Morgan Garden Design • Charles Bluemlin, Location Landscapes Aftercare is the new buzzword for maintenance. Lots of companies build fantastic gardens, but sometimes forget about the aftercare. This panel of experts will look at aftercare as a business opportunity and discuss the importance aftercare plays in the overall design and build implementation.	Increasing the Value of your Design: Finishing Touches Patricia Fox, Aralia What is it that transforms a garden from average to special? Why does one garden feel so much more finished than another? How is it that some gardens just feel so wonderful? Aralia's talk will highlight how to integrate those all important finishing touches into your garden designs, and will cover a wide range of examples including boundaries, paths and edging, pergolas and arches, planters, furniture and accessories and seasonal planting.
12:00	Lunch Time		
14:00	Recruitment - the Good, the Bad and the Very Ugly Liam Colclough, Horticulture Careers Liam Colclough is joined by a panel of talent acquisition specialists to discuss tactics throughout the recruitment processes, from producing clear and concise job specs, to knowing what to look out for during the interview stages. The current industry skills shortage will also be examined, as we look at ways in which we can ensure that talented and dedicated individuals will continue to be attracted into the landscaping sector.	Decking Karl Harrison, Exterior Solutions Decking expert Karl Harrison of Exterior Solutions explains the difference between softwood, hardwood, composite and shou sugi ban as decking materials. Karl's expertise will be on show in room 2 at 2pm, and will likely help you with the choice for your next client's garden.	Show Gardens are the X Factor of the Landscape Industry, High Stakes and High Expectations Edward Mairis, Mairis Landscapes This seminar is for designers, contractors and suppliers to get the best from the growing phenomena of flower shows as a promotion tool for your business. We will break the myths about winning at flower shows, learn how to get the best from PR and business opportunities, get the hard costs, and decide if a show garden is right for you.
15:00	Closing... It's No Bad Thing Jamie Wilkinson (Chair) • Richard Gill, Green-tech • Lee Bestall • Debs Winrow, Garden House Design • Clare Morgan, Global Stone Whatever industry you work in, sales is really important. Of course, the most important part of selling is closing. This panel of experts will give you an insight into how they close and how to maximise opportunities of getting a yes.	Your Costs, the Projects Costs and Managing Client Expectations Sam Hassall, LandPro/LibeRATE The talk will address the common stumbling blocks encountered between that initial phone call from the prospective client and your final invoice. Understanding the term 'Managing your clients expectations' addresses everything from the design program, the build feasibility the build program and especially the cost. Managing these expectations will smooth the way to ensuring the satisfaction of your client.	Soft Landscaping: Plants Jamie Butterworth (Chair) • Humaira Ikram, Redscape Design • Rossana Porta • Guy Watts, Architectural Plants For this seminar we've got a fantastic panel, hosted by Jamie Butterworth, that includes a mixture of fantastic soft-plant experts. Come hear them talk about opportunities and the value of getting your soft landscaping right. They'll also give us some fantastic examples of where soft planting really helps in the overall theme of the garden.
16:00	Growth, but at what Speed? Jamie Wilkinson (Chair) • Ken White, Frosts Landscapes • Barry Randall, Leicestershire Garden Design • Holly Youde, Urban Landscapes This seminar is all about the speed of growth in your business – how to grow, whether you want to, understanding how to focus your business to achieve your growth goals and what to do when it goes wrong. The panel, with Ken White of Frosts Landscapes (which has gone through massive change this year), Barry Randall of Leicestershire Garden Design (which has rapidly expanded over the last few years), and Holly Youde, owner of an entrepreneurial landscape business.		