



EWIB 2026

Leadership. Legacy. Impact

Wednesday, 20th May

- 09.00** **Registration, coffee & connection**
Grab your badge and a biscuit, and meet up with your tribe
- 09.25** **Welcome to EWIB**
A look at what's coming up and how to make the most of the day
- 09.30** **Leadership. Legacy. Impact – Its Starts with You!**
Pip Wilkins QFP, The BFA
This is a practical exercise to get you thinking big and in the right mindset for the day ahead! Through a simple but powerful tool, you will be reflecting on what truly drives you and the values that shape your leadership. This session is all about you and your bold ambitions.
- 10.00** **Seven Minute Stories: “The Moment That Changed Everything”**
Leadership is shaped in the moments that test us. Seven speakers will share a pivotal moment from their business journey. These quick-fire sessions will showcase defining moments, turning points, mistakes and breakthroughs that have shaped how they lead, the legacy they are building, and the impact they make.
- 11.00** **Caffeine & Conversations**
- 11.30** **Beyond Satisfied**
Heather Wright, Advance Performance
What if satisfied isn't enough? Satisfaction is a great foundation. But it's not where loyalty is built. This session explores what it takes to move beyond it, to create the kind of customer experiences that people talk about, come back for, and bring others to. Heather will look at how to build a culture where surpassing expectations isn't an occasional win. It's just what you do. You will leave with a clear picture of what that culture looks and feels like in practice - and at least one thing you can do on Monday to start building it.
- 13.00** **Lean In: Turning Ambition into Action**
Suzie McCafferty, Platinum Wave
Practical insights on embracing opportunity, challenging self-doubt and supporting others to succeed. Suzie will share her experience working with growing businesses and leaders and encourage attendees to reflect on how they can lean into their ambitions and help create environments where others can do the same.
- 13.35** **Lunch & Lift**
- 14.35** **Give to Gain: How to Lift as you Climb**

In this honest and practical conversation, our panel will explore the support, advice and encouragement they have given to others and what they have gained in return. Expect candid stories, practical insights and ideas you can take away to strengthen your own leadership, legacy and impact.

- 15.15** ***The Psychology of Relationships at Work***
Lucy Beresford, Psychotherapist & Broadcaster
 Strong relationships are at the heart of every successful team. In this insightful session, Lucy Beresford explores the psychology behind how we communicate, build trust and navigate the dynamics of the workplace. Drawing on her experience as a psychotherapist and author, Lucy will reveal how greater emotional awareness can transform the way we work with colleagues and build stronger, more resilient teams. This session will give key insights into understanding behaviour, improving communication and creating healthier, more productive working relationships.
- 16.00** ***Influencing When It Matters Most: Key Lessons from a Hostage Negotiator***
Suzanne Williams QPM
 Suzanne will explore the power of active listening, building trust quickly, and influencing outcomes when emotions run high. You will leave this session with actionable strategies to strengthen relationships, tips to navigate difficult conversations with confidence, and the ability to start make effective decisions when the stakes are high.
- 17.00** ***Summary & closing remarks***
Pip Wilkins QFP, The BFA
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- 17.05** ***Relax & Reflect***
 Now is the time to refuel and get ready to celebrate at the EWiF Awards! Grab a fork, get some food **and** your complimentary drink and chat about your key takeaways before the awards commence.
- 18.30** ***EWiF Awards 2026***
 Celebrate the incredible achievements of women across franchising! Whoop, cheer and clap our finalists and winners as we find out who has thrived in the last 12 months when they take the stage to collect their accolades.
- 19.30** ***Awards END***
- 19.30** ***Check in, drop your bag and get ready for the party!***
- 20.00** ***Join us the BusinessForSale.com Afterparty in association with Elite Franchise - 8 till late!***
 An evening of franchising, fun and relaxed vibes. Unwind after the day and continue your conversations in a more informal setting. Expect plenty of laughs as we round off an incredible day!