



## Felicity Wingrove, MD of [Zen Communications](http://zen-communications.co.uk)

Felicity specialises in issues and crisis management communications. Her presentation focused on what to do, or not to do, in the event of negative PR issues such as pollution.

Felicity spoke about ensuring there is a proper chain of command for people to follow when dealing with the media, and ensuring staff are trained and aware of how to follow this process.

Contact: [felicity@zen-communications.co.uk](mailto:felicity@zen-communications.co.uk) for further details

## Andy Whyte, Ricoh/BESST Chair

Andy gave a presentation 'What will your business look like on 2043' which was based on the Defra 25 year Environmental Plan and targets set by the Government in their Industrial Strategy such as Clean Growth and Artificial Intelligence. The process of considering what our businesses will look as we near 2050, striving to achieve these strategic targets, what products could be made and who was actually going to make them was incredibly daunting! This has been an incredible exercise and Andy encouraged other BESST members to consider their own futures by doing the same thing !



## Mark Simmons, Salop Holdings / Vice-Chair BESST— Round Table

Mark talked with attendees about what their key business challenges are and how BESST could help support these by incorporating appropriate themes / speakers into our events. This round table session developed ideas for future events or workshops and will be replicated at each upcoming BESST meeting.