

THE DBA Way

The speech concludes, the audience applauds and it's clear to everyone that the event is a success. The energy in the room is almost tangible and this continues during the coffee break and on into the workshop sessions and post-conference dinner.

At DBA Speakers, this is the moment which inspires us. Moments like this don't happen by accident. We take pride in our difference and we call it The DBA Way.

For us, finding the perfect speaker for each event requires trust, understanding and partnership. We enjoy building rapport with our clients to understand their business, their organisation and their needs. Some clients describe us as a "matchmaker", taking the time to build a trusted relationship with them, so that we can match the speakers with their event, and get it right first time, every time. Others describe us as a "security blanket" using our extensive connections to support them and add value. We are often invited to clients' events to see the results of our collaboration once all the briefing and preparation are over.

For us, placing speakers is more than a business – it is a vocation. We are DBA Speakers – and this is our way.

The "History, Business and Strategy" Boys

In a unique collaboration, **Digby Jones** (former DG of the CBI, former Minister of Trade and well known for his unwavering support of British trade and industry) and eminent historian **Andrew Roberts**, jointly deliver a special presentation. They look at the lessons learned from great battles in military history (including Waterloo and Agincourt) and apply these strategies to the situation facing businesses today. Lively and engaging, this duo is available only through DBA Speakers and we are already taking bookings for 2010 and 2011.

Golden Gate Success

In November, **Chris Martin** and Mick Dawson set several new world records, including being the first two-man crew to row the Pacific from Asia to San Francisco. They rowed 7,000 miles (2 hours on, 2 hours off) for 189 days, battling 60ft waves, sharks, extreme fatigue and near starvation. Chris lost 22kg in weight. Chris is now back, speaking at businesses and schools on perseverance, determination, courage and great teamwork. What did Chris miss most? "Toast and marmalade".



50in50

On 01 March 2010, our colleague **Hugh Williams Preece** sets out from Lisbon in Portugal to complete 50 marathons in 50 days, arriving in Trafalgar Square, London, on 19 April. His target is to raise enough money to fund two nurses for Marie Curie Cancer Care. Hugh is actively seeking sponsorship and also for people to run (or walk!) with him for any part of any day. As a speaker, he will have many more stories to share when he gets back and DBA is co-ordinating his diary. *If you'd like to help in any way, please contact the DBA Speakers office.*

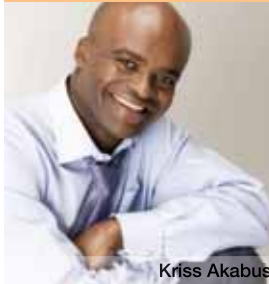


"Diana and her team have been a joy to work with over the past 5 years. Their patience knows no bounds, as my clients may prevaricate about what they actually want in terms of speakers. Diana always comes up with the perfect suggestion which delights them, and in turn makes my team look good too!" *Anne Williams, Director, Next Level Information.*

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SUCCESS FOR ALL SEASONS



Kriss Akabusi



Michelle Mone



Ian Gotts



Mishal Husain

Credit: Ruth Crater



John Potter



Theo Paphitis



Gloria Hunniford



Digby, Lord Jones



Graham Taylor



Ann Cotton



Vince Cable



Huw Edwards

Credit: Dave Angell



Pen Hadow



Jean Pousson



David Thompson



Christine Hamilton

A few snapshots of 2009



Lyn hard at work preparing the mailshot on green and environmental issues. Many of our speakers cover these important business topics.



Sharon (left) and Lyn attended the Media Society Annual Dinner, where the Guest of Honour this year was Jeremy Paxman.



Hazel, Lyn and Lorraine at one of Stanley House's renowned Ladies Lunches. The most recent one featured Gloria Hunniford.



Vince Cable spoke at the CIPFA Northern Ireland Conference. He is pictured with Maurice Dowle from Ireland Luxury Tours, Diana Boulter and Ian Carruthers from CIPFA.



Diana with Digby Jones at the Warwickshire & Northamptonshire Air Ambulance Fundraising Dinner in Milton Keynes.

"I am very grateful to DBA Speakers for their support and professionalism in helping our fundraising events. The most recent one with Lord Digby Jones raised a staggering £60k. Our vital life saving Air Ambulance receives no Government or National Lottery funding so every penny of the £1.6million each helicopter needs must come from voluntary contributions. To have people like Diana and Digby on board helping us is tremendous and we wish them and all their customers a very Happy Christmas and New Year."

Andy Williamson, Chief Executive, Warwickshire & Northamptonshire Air Ambulance



Diana, Hazel and a number of speakers attended **RSVP North** in Manchester - our opportunity to meet clients in person.

"Thank you for all your hard work on this project. You are at the top of my list for next time". Babcock & Brown

**Thank you for choosing to work with us this year.
May we wish you every success and happiness in 2010.**

With all good wishes from

Diana

Lyn

Sharon

and all our speakers

This year, we have not sent Christmas cards, but we have supported the following Charities, many of which have specific links to our speakers and clients:

The Hawk Conservancy Trust, Andover, Hampshire
Hamilton Lodge School for Deaf Children, East Sussex
Hearts of Gold Children's Hospice, Nigeria
The Shooting Star Children's Hospice, Middlesex
Wildlife Aid, Leatherhead, Surrey
Beacon Centre for the Blind, West Midlands
SANE
Sam Beare Hospice, Weybridge, Surrey.
The Mulberry Centre, West Middlesex Hospital
Garden Route Children's Trust, South Africa
Meningitis Research Foundation
Ashley C of E Primary School, Walton on Thames
CamFED (Campaign for Female Education)
Warwickshire & Northamptonshire Air Ambulance
Princess Alice Hospice, Esher

Look Good, Feel Better
Anne Frank Trust
Help for Heroes
Shelter
Helping Elsewhere, Goa
DebRA (for children with EB)
British Heart Foundation
Ngoro Children's Charity
Macmillan Cancer Support
Nyumbani Home, Nairobi, Kenya
Friends of Morrision Hospital, Swansea
Starlight Children's Foundation
Prostate UK
Cystic Fibrosis Trust
Marie Curie Cancer Care

"We organise exclusive dinners for major blue-chip clients, where speakers are encouraged to engage with guests and to promote lively discussion. I have used other agencies in the past but they simply send me lists or direct me to their website. DBA go far beyond this and delivers success every time". MarketVision Solutions

"A big thank you, Diana, to you and your lovely team. It's a pleasure to work with a company who always places the customer at the forefront". Tameside College

"Thank you once again for finding us the perfect speaker for our event. I look forward to working with you again in the future". The Mersey Partnership