

# Workforce Matters

## The Human Investment Event

**17th March 2026**

**Sixways Stadium,  
Worcester**

**Expert-led insights**

**Transferable tools & techniques**

**Proven strategies to retain talent**

**Stronger performance through your people**



Herefordshire  
& Worcestershire  
**Chamber of Commerce**





# Workforce Matters

## The Human Investment Event

### BECAUSE YOUR PEOPLE DRIVE YOUR PERFORMANCE

**If your workforce matters to you, this is a must-attend event.**

**Workforce Matters is focused on helping leaders, managers, and business owners strengthen performance, engagement, and retention - starting now.**

Herefordshire & Worcestershire Chamber of Commerce have partnered with Professional Guest Speakers, the event sponsors, to create a must-not-miss event for any business owner or leader looking to stay ahead in an ever-changing business landscape.

Designed to inspire, inform, and equip attendees with practical insights, the event brings together expert speakers, real-world strategies, and valuable networking opportunities, making it an essential date in the diary for those serious about growth, innovation, and long-term success.

**8.30am**

**17th March 2026**

**Sixways Stadium,  
Worcester**



# WHY YOU SHOULD ATTEND...

**Would you like practical tools, tips, and ideas you can use immediately to help your team be the best they can be?**

**At Workforce Matters, you'll:**

## **Learn From the Best**

Learn and connect with professional guest speakers who work hands-on with organisations to improve results through people.

## **Make Meaningful Connections**

Build genuine relationships with like-minded business peers, partners, and potential collaborators. Leave with contacts that matter - not just business cards.

## **Gain Actionable Insights**

Gain practical strategies and fresh perspectives you can apply immediately. No fluff - just real-world ideas from experienced leaders.

## **Gain Industry Inspiration**

Hear from forward-thinking speakers who are shaping the future of business. Spark new ideas and challenge how you think about growth and innovation.

## **Support Personal & Professional Growth**

Step back from day-to-day operations to sharpen your skills and mindset. Return re-energised, focused, and ready to lead with a fresh perspective and clarity

## EVENT SPONSOR



## A QUESTION WORTH ASKING

**How important is workforce development, people retention, and business growth to you - on a scale of 0 to 10?**

**If your answer isn't zero...Workforce Matters is for you.**

# Your Event Host: DOMINIC HOLLAND

## Trusted. Experienced. Effortlessly Engaging.

Dominic Holland brings professionalism, warmth, and sharp wit to Workforce Matters - ensuring the event flows smoothly and audiences stay fully engaged.

A multi award winning comedian, Dominic has performed extensively across the UK and internationally, with multiple television appearances on Have I Got News For You and The Royal Variety Show.

He has built a highly successful career as an event host, conference presenter, and after-dinner speaker and is also about to publish his 10th book.

Despite all this and his best endeavours, he now concedes that he is best known for being a dad, given his oldest son is Tom Holland, the actor and current Spider-Man.

Dominic embraces this role completely and uses it to great comic effect.

## A Master of Audience Engagement

Dominic's hosting style combines intelligent, observational comedy with skilled facilitation and an effortless ability to ad-lib. He reads the room, adapts in real time, and keeps everything natural, accessible, and focused on the purpose of the event.

## Why Dominic Matters as Your Host

A great host elevates everyone on stage. Dominic's experience and humour ensure a relaxed yet professional atmosphere, strong audience connection, seamless transitions, and an event that feels polished, human, and memorable.





# Keynote Speaker

## FLOYD WOODROW MBE DCM

**Trusted. Experienced. Effortlessly Engaging.**  
**The Warrior. The Strategist. And You.**

Floyd Woodrow MBE is a global authority on leadership, performance, and values-based culture.

A former UK Special Air Service (SAS) soldier, Floyd was one of the youngest ever selected, serving in high-risk operational environments worldwide. His experiences forged a deep understanding of leadership under pressure, trust, resilience, and decision-making when it matters most.

Floyd works with elite athletes, global financial institutions, governments, police forces, emergency services, and international corporations, helping individuals and organisations perform at their best- consistently, ethically, and sustainably.

In his session, “The Warrior, The Strategist and You,” Floyd explores the future of leadership and delivers practical insight into how leaders can use AI as a force-multiplier without losing values, purpose, or human connection. This is not hype, but grounded, values-driven leadership for a rapidly changing world of work.

Floyd’s session aligns directly with Workforce Matters by focusing on investing in people, building future-ready leaders, empowering high-performance teams, and creating clarity, direction, and alignment - a true compass for leadership and life.

Floyd Woodrow doesn’t speak from theory. He speaks from experience earned where leadership has real consequences. If you care about workforce development, leadership capability, retention, performance, and preparing your organisation for the future, this is a session not to be missed.



**Investing in your people**  
**Building Succession**  
**Empowering your team**



# Keynote Speaker

## DR ALISON EDGAR MBE

### Powered by The Intrapreneur Mindset.

Dr Alison Edgar MBE is a dynamic and highly relatable keynote speaker who helps organisations improve performance by driving change and developing people skills.

With over 25 years' experience working inside corporate organisations, Alison brings real-world insight, practical strategies and a distinctive Scottish wit to every stage she steps on. Her sessions empower audiences to embrace change, communicate more effectively and deliver measurable results - with actionable takeaways that can be implemented immediately.

In recognition of her impact on entrepreneurship and business, Alison was awarded an MBE in the Queen's Birthday Honours List in 2020, and received an Honorary Doctorate of Education in 2024. She has spent more than a decade mentoring senior leaders, advising government on business legislation, and supporting initiatives that contribute to the growth of the UK economy.

A dyslexic author of two international best-selling business books, Alison is passionate about personal and professional development. Her debut title was a WHSmith Top Ten Business Book and was named one of The Independent's top business books written by a woman.

Alison is also a regular media contributor and a boardroom advisor on the Amazon Prime TV show Ready Set StartUP, where she supports emerging entrepreneurs on their growth journey.

**According to Gallup, 90% of the UK workforce are either not engaged or actively disengaged.**



**Advancing Performance, Driving Change & Building People Skills**

# NEVRO

**Top insights into how to empower employees to take ownership of their roles by viewing the business through a fresh lens.**



# AGENDA

8.30 – 9.00am	Arrival and Networking
9.00am	Welcome from Host Dominic Holland
9.05am	Dominic to introduce Robert Elliot - Director of Business Engagement and Policy at Herefordshire and Worcestershire Chamber of Commerce
9.10am	Dominic to introduce Karen Buckley - Outreach and Future Talent Manager, Yamazaki Mazak
9.30am	Audience Q&A Hosted by Dominic with Karen Buckley
9.45am	Dominic to introduce Keynote Speaker - Floyd Woodrow MBE DCM
10.30am	Dominic to run Q&A with Floyd Woodrow MBE DCM
10.45am	Comfort Break
11.00am	Dominic to to introduce - Mel Hawke and Gemma Stuart-Young from Make Strides WORKSHOP: Talent Gain? Or Talent Drain?
11.45am	Dominic to introduce Keynote Speaker - Alison Edgar MBE
12.30pm	Dominic to run audience Q&A with Alison Edgar MBE
12.45pm	Close

***Reserve your place and invest in what matters most...  
your workforce***

**CLICK HERE TO BOOK YOUR PLACE**



**17th March 2026 - Sixways Stadium**