



WORSHIPFUL  
COMPANY of  
MARKETORS

# Marketing the City of Leeds

## Transformation to business super-hub

Tuesday 7<sup>th</sup> January 2020

17:30-21:00

Leeds City Museum,  
Millennium Square,  
Leeds  
LS2 8BH

**Date:**  
Tuesday 7<sup>th</sup> January 2020  
Doors open at 5:30pm,  
presentations take place from  
5:45-7.00pm followed by  
networking to 9:00pm

Drinks and canapés will be served in the Life on Earth Gallery following the presentations.

Kindly sponsored by Leeds City Council

**Dress: Business casual**

**Venue: Leeds City Museum,  
Millennium Square,  
Leeds  
LS2 8BH**

The venue is accessible to all.



**Accommodation:** Please book directly by following [this link](#)

Event supported by



This event is eligible for 2 hours CIM CPD



**Event organiser:**  
Court Assistant Phil Andrew  
Email: [phil.andrew@stepchange.org](mailto:phil.andrew@stepchange.org)

Join the Worshipful Company of Marketors in Leeds for a fascinating evening with Tom Riordan, CEO of Leeds City Council in the Life on Earth Gallery of Leeds City Museum. For those of you who would like to make the 2 hour trip up from London we have negotiated rooms at the Marriott for £98 per room including breakfast (click on the link to the left).

**In Tom's words: It's very tempting for cities to look enviously at other cities...near neighbours or well-loved world destinations...and want to be like them. In Leeds, we've been focussing on the five unique strengths that make us Leeds. It's a mixture of our history, our people, our location and our ambition and approach. It's our distinctive city DNA and it sets us apart, it gives us a competitive edge, and it is now attracting those envious looks from other cities.**

**We don't need to look over our shoulders – and that's not to say we're complacent, it's more about the city having an ever-increasing confidence in our ambition and strengths of our people and industries to continue on our transformation to make Leeds a global powerhouse.**

### Tom Riordan, Chief Executive, Leeds City Council



Since 2010 Tom has overseen £300m of efficiencies across the organisation and during that time Leeds has experienced strong private sector jobs growth, above the national average the highest rates of business start-ups and scale-ups amongst UK cities and is a smart city, with a high proportion of knowledge-intensive jobs.

Tom is also overseeing a significant transformation of the city, which is halfway through a £10bn investment pipeline that has delivered Trinity and Victoria Gate shopping centres and the first direct Arena, including playing an instrumental role in attracting Channel 4 to Leeds.

Tom's top priority is for the city's growth to be inclusive and felt across Leeds. The Leeds economy is forecast to outperform the national economy over the next 20 years; however, to ensure a strong economy in the longer term, Tom is leading work to ensure Leeds continues to support and attract good-quality jobs and investment. As part of the Leeds Inclusive Growth Strategy, Leeds has secured firm commitments from businesses and other stakeholders to offer their support to boost productivity, competitiveness and social inclusion.

For his commitment to the region, Tom was awarded Yorkshire Man of the Year 2017. He is also a trustee on the Centre for Cities Board, and the Council's mental health champion.

Cost: £25.00 per person inc VAT.

**[BOOKING ONLINE – BOOK HERE](#)**

Photographs will be taken and used for publicity purposes. If you do not wish your photograph to be taken please let the photographer who is covering the event know at the start of the event.