

## Financial Masterclass

28 September 2021, 11:00 – 12:00

Virtual via MS Teams

Draft Agenda:

Time	Session
<b>11:00</b>	<b>Welcome and Introduction</b> Joe Winter, Head of Business Development, Communications and Marketing, East of England Local Government Association (EELGA)
<b>11:05</b>	<b>Financial Analysis From Across the Region</b> Roy Elmer, Head of Policy and Programmes, EELGA
<b>11:15</b>	<b>Financial Health Check</b> Philip Simpkins, EELGA Talent Bank Associate
<b>11:40</b>	<b>Support Available</b> Joe Winter, Head of Business Development, Communications and Marketing, EELGA
<b>11:45</b>	<b>Question and Answer Session</b>
<b>12:00</b>	<b>Close</b>

### SPEAKER BIOGRAPHIES

#### **Joe Winter, Head of Business Development, Communications and Marketing, EELGA**

Joe joined East of England LGA in August 2020 as a Senior Manager. He is a strategic and innovative thinker with expertise in business development and relationship management.

Joe's remit is to build the brand and reputation of the Talent Bank and commercial activities of EELGA. His team are responsible for the Business Development, Media Relations, Marketing, Events, Design and increasing member engagement for all EELGA's commercial activity.

#### **Roy Elmer, Head of Policy and Programmes, EELGA**

Roy joined the East of England LGA in September 2019, having previously worked across Suffolk, Peterborough and Cambridgeshire. His experience is focused primarily in social care, for adults and children, with a keen interest and leadership experience in analytics, business systems and lean process reviews.

#### **Philip Simpkins, EELGA Talent Bank Associate**

Philip has over 40 years' local government experience, including almost 12 years as a unitary Chief Executive. He is a both CIPFA and IRRV qualified as well as holding an MBA. He specialises in Strategic Leadership and Management as well as Finance where he has been a Section 151 officer. Philip has also been the East of England lead Chief Executive for Children's Services, concentrating on service improvement. Philip also has experience in economic growth where he helped to establish and became the first lead Chief Executive for the Oxford to Cambridge Arc as well as leading the growth fund task group for the Local Enterprise Partnership.