

# **Pimlico Plumbers, London hosts the 3rd #MicroBizMattersDay (13.01.2017)**

**FOR IMMEDIATE RELEASE**

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The press conference for #MicroBizMattersDay will take place at lunchtime on 12th January 2017 in Baker Street, London which is the day before the main event broadcast from Pimlico Plumbers in London. At the press conference 3 awards will be presented, including the favourite fictional micro (0-9 employees) business owner. From a long list of 32 business owners are voting on a shortlist of 3 - Mma Ramotswe, Del Boy and Bob the Builder.

#MicroBizMattersDay, the global day of Recognition, Action (#IGave13 minutes) and Learning (8 hours) engages with millions of micro business owners all donating time to help each other and ensure a rocking start to a successful New Year. This year's trended on twitter for 5 hours and the 3rd #MicroBizMattersDay on Friday, January 13th 2017 will reach an even bigger audience. Micro (0-9 employees) business owners participate in many ways including in their workplaces, bars, cafes, social media and viewing the Google Hangouts and live streaming from London.

Created and hosted by Enterprise Rockers' Co-Founders, Tina Boden and Tony Robinson OBE, #MicroBizMattersDay will be as crazy and inspiring as ever with some new amazing features such as the City Parties, including Hull, City of Culture 2017 and many Cities overseas (thanks to International Development Premier Partner ScanSnap - a Fujitsu company) , 8 Global Learning Hours and a 2 hour Main Event (thanks to Main Event Premier Partner - Pimlico Plumbers) live streamed from London (thanks to Start Your Business Magazine TV and Plan Digital). Tina and Tony are delighted to have the support for the third year running of Sage UK and for the first time, 123Reg who are supercharging their website hosting and design.

This amazing, totally indie, #NoHatNoEntry day is made possible by Tina and Tony's #RockingSupporters, #RockingStarGuests and #RockingHeadRoadies giving their time voluntarily and promoting the day to their #MicroBizOwner customers, suppliers and members.

Regular famous friends, of the sixty participating, (all giving their time free) include Tim Campbell MBE, Penny Power OBE, MOBO Award winning rapper and indie label owner Sway, Charlie Mullins OBE and superstar 24 year old top 100 UK entrepreneur and para-medic, Chris Percival. There are many others including some great, inspiring and famous surprise guests that are expected so check out <http://MicroBizMattersDay.rocks> to catch up with the latest news. .

Why not get together with some business owner friends and get involved? There are many ways to #IGave13 minutes to help each other with #Customers and #Cashflow including blogging, sharing a video (many business owners and VIPs made a special video in 2015 and 2016), tweeting and using other social media channels but the most popular is for a group to get together to talk online or offline - about getting #customers and managing #cashflow whilst also watching online the 8 live learning hours including the 2 hours main event.

For larger companies that want to run a competition or reward a favourite micro business owner customer or supplier there are a small number of VIP Passes (4 tickets for £495 plus event and online promotion) available to attend the Main Event at Pimlico Plumbers, London - full details are here <http://microbizmattersday.rocks/2017-vip-pass-be-part-of-the-day/>

The schedule for the day, lots of videos and blogs from the last two #MicroBizMattersDays, details of all the participants and many practical ways of how you can get involved in #IGave13 minutes on #MicroBizMattersDay, Friday, January 13th 2017 are here: <http://MicroBizMattersDay.rocks>

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### **About Tony Robinson OBE**

<http://TonyRobinsonOBE.com>

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### **Images:**

1. <https://journalink-static.s3.amazonaws.com/releases/bfbcea25e8856f7708d3c4fef7ca8d01.jpg>

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