

News Release

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Yorkshire Entrepreneur Delivers 600th Business Lecture



Media entrepreneur and best-selling author Philip Hesketh has reached a professional milestone after carrying out his 600th speaking engagement.

Hesketh addressed members of the Yorkshire Leadership Group (YLG) on the psychology of persuasion and influence having recently returned from Australia where he won a prestigious business award for speaking.

Since selling his stake in Advertising Principles, the £50m turnover Leeds based advertising agency, and becoming a business speaker in 2003, he has been hired to address and train more than 250,000 people worldwide.

His talks on human behaviour and how to persuade and influence people have earned him a far reaching reputation as an informative and insightful sales and marketing expert.

Hesketh is also a best-selling author, with his book “Life’s A Game So Fix The Odds” becoming an Amazon number one best seller in the UK as well as being translated into Russian and Korean.

Hesketh said: “As a business speaker on the psychology of persuasion and influence, I’ve travelled over a million miles around the globe in the past seven years addressing business audiences, so to be reaching my 600th engagement in Harrogate, less than three miles from home, is a remarkable coincidence.”

YLG founder, Denis Kaye, said: “Philip has a worldwide reputation as an inspirational business speaker on the psychology of persuasion and the Yorkshire Leadership Group was privileged to be the host for such a milestone event that informed, inspired and also entertained our members.”

After gaining a degree in psychology, Hesketh worked for Procter & Gamble and Tyne Tees Television before founding media agency Advertising Principles in Leeds, which employed more than 150 staff.

He sold his stake in the company in 2003 to concentrate on writing and speaking and earlier this year in Sydney was awarded the ‘Best Overseas Speaker’ accolade at the annual TEC speaker awards, organised by international business mentoring organisation The Executive Connection.

Hesketh’s 600th business lecture took place at Ridding Park Hotel on Wednesday, 7 July.

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Photography:

PhilipHesketh001.jpg: Philip Hesketh (right) toasts his 600th business lecture at Ridding Park with Denis Kaye of the Yorkshire Leadership Group and delegate Tony Collins, chief executive of St Michael’s Hospice