

## **The Great Northern Conference 2021 achieves resounding success**

**Monday, 1 November 2021**

Key politicians, business leaders, media and thought provoking influencers came together last week, 28 October, at The Great Northern Conference to discuss solutions on how best to grow the economy and build a greener, fairer, equal future for the North.

Now in its third year, the conference organised by The Northern Powerhouse Partnership (NPP) in collaboration with JPIMedia secured the presence of five metro mayors from across the north, as well as prolific brands including Huawei Technologies supporting the digital session, power firm Sellafield for the education and skills session, and Drax which is supporting the Net Zero Future Session.

Hosted by TV news anchor Gamal Fahnbulleh, the landmark event was a hybrid event, attended by hundreds at Cutlers' Hall in Sheffield and also viewed across digital platforms.

South Yorkshire Mayor Dan Jarvis opened the event with a speech praising the 'dynamism, resilience, creativity and colossal energy of the North'.

He also said the Levelling Up cash announced in the Budget was welcome but insisted it would do little to 'fix inequalities'.

Vairi Smith, Group Events Director, said: 'It was great to be able to host this event in a live setting once again, welcoming over 200 delegates to the event in person and many more who participated virtually once again. As well as attracting over 40 speakers from across the North of England and a wide variety of fields, the event also attracted a host of new sponsors, all of which ensured a spirited debate on how best to level up the North. The event continues to go from strength to strength and we look forward to working with our partners to make the event even bigger in 2022.'

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