

Media release for the Garden Centre Association

World record holder to speak at GCA Conference

A GUINNESS World Records™ holder who is also an expert in memory and personal development will be speaking at the Garden Centre Association's annual conference in January (2015).

David Thomas, who broke the world record for reciting the maths formula Pi (3.14..) to 22,500 digits, will discuss techniques for improving memory at the conference on Monday, January 26.

Iain Wylie, Chief Executive of the GCA, said: "When he was 20-years-old David joined the Fire Service, after failing his promotion exams he bought a book on memory to help him pass the test. Since then he has gone on to develop one of the most powerful memories in history.

"He is an expert in personal development and one of the leading speakers in the field of memory and we are delighted he has agreed to join us at the conference.

"David will speak about his inspirational story and the lessons he's learnt that have got him where he is today.

"He will discuss techniques for improving memory, efficiency and time management, as well as problem solving and decision making. David will also share tips on presentation skills. We're really looking forward to hearing what he has to say."

David is the bestselling author of 'Essential Lifeskills: Improving Your Memory'. His clients range from Olympic athletes, government officials to national businesses.

The GCA conference, which is sponsored by Scotts and Westland Horticulture, takes place at the De Vere Carden Park in Chester from January 25 until 28. More than 300 delegates are expected to attend the event.

Iain continued: "As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

"The information shared will focus on a wide range of topics, including merchandising, marketing and management. There will also be plenty of opportunities for delegates to network and socialise."

The GCA represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

To book a place at the conference, please visit the members' area on the GCA website via www.gca.org.uk.

Anyone who books a full conference attendance including accommodation before November 30 will benefit from a 10% discount off the total price.

For further information, please call 0118 930 8918. Alternatively, visit www.gca.org.uk, log on to www.facebook.com/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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For further media details, please call Porcupine PR on 01278 446801 or email Capella@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photograph caption: David Thomas, who will be speaking at the Garden Centre Association's annual conference.

