

## Media release for the Garden Centre Association

# Learn how to achieve the impossible at GCA Conference

A PROFESSOR who has helped celebrities complete various physical challenges will be sharing his secrets on achieving the seemingly impossible at the Garden Centre Association's (GCA) annual conference in January (2015).

Professor Greg Whyte OBE, who has led 18 Celebrity Comic Relief Challenges raising more than £33 million for charity, will be speaking at the conference on Monday, January 26.

Iain Wylie, Chief Executive of the GCA, said: "We are really pleased Greg will be joining us and sharing his secrets on achieving the seemingly impossible. He's had a fascinating career, working with some well-known celebrities including training David Walliams for the cross-channel and Thames swims and helping Eddie Izzard run 43 marathons in 51 days.

"During his presentation Greg will be showing us that success is rarely a chance event and that it is all about having the right strategy as well as delivering to plan. We can't wait to hear what he has to say.

"We've also been told that he may reveal what happened when he led Cheryl Fernandez-Versini, formally known as Cheryl Cole, and Gary Barlow to the summit of Kilimanjaro."

In addition to his work with celebrities, Greg is Professor of Applied Sport and Exercise Science at Liverpool John Moores University and a Director at the Centre for Health & Human Performance on Harley Street in London.

He has also served as Director of Science & Research at the English Institute of Sport, and on the British Olympic Association Performance Management Group and the Commonwealth Games Advisory Panel.

Early in his career Greg represented Great Britain in the Modern Pentathlon, which involves fencing, running, shooting, show jumping and swimming. He competed at the Barcelona and Atlanta games and at ten World Championships.

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

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.

The GCA annual conference will take place from January 25 until 28, 2015 at the De Vere Carden Park in Chester. To book a place, please visit the members' area on the GCA website via [www.gca.org.uk](http://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](http://www.gca.org.uk), log on to [www.facebook.com/GardenCentreAssociation](https://www.facebook.com/GardenCentreAssociation) or follow the organisation on Twitter at [www.twitter.com/GC\\_Association](https://www.twitter.com/GC_Association).

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**Photograph caption:** Professor Greg Whyte OBE, who will be speaking at the Garden Centre Association's annual conference.

