

Bringing Poker Skills To Play In Business

Ilkley, England: 05 April 2012 – Assessing risk at the poker table develops skills that can be applied to business, a Leeds audience will hear on 17 April.

[Keyedin](#) Solutions, the software and consulting company, has invited former professional gambler and Byker Grove star Caspar Berry to speak at the launch of a new corporate identity following its successful acquisition of Atlantic Global PLC.

At the [event](#), to be held at Leeds' Alea Casino, the keynote presentation looks at how businesses take calculated risks every day. How understanding the risks helps managers make better decisions and how timely, concise information is the equivalent of 'counting cards' and loads the dice in favour of success.

Delegates will enjoy a lunch prepared by the kitchen of James Martin, Yorkshire-born chef and star of 'Saturday Kitchen'.

Keyedin, which has its UK headquarters in Ilkley and software development operation in Bradford, develops Enterprise Resource Planning (ERP), Project Portfolio Management (PPM) and Professional Services Automation (PSA) software. Its products, which help organisations plan and implement major projects successfully, are delivered on a SaaS (Software as a Service) platform and designed for businesses of all sizes.

A U.S. business based in Minnesota, Keyedin announced the successful \$8M (USD) acquisition of Atlantic Global in January. Following this, a worldwide sales drive has led to the company's Bradford-developed products being sold in Silicon Valley California, and employee numbers have already increased from 18 to 25.

Former professional gambler Caspar Berry says his mission in life is to explain that we live in a world of probabilities, not certainties, and that risk is an essential part of everyone's life. "The concept of risk is linked with the concept of success," he says. "We are decision-making machines and we all take risks every day. The only question is how much risk and how much do you understand that risk?"

James Waterhouse, MD of Keyedin Solutions UK, who engineered the Atlantic Global acquisition, will talk about how you can beat the odds in business by effectively managing risk in business-critical projects.

He says: "All human relationships deal with risk and reward – we will look at how this can be used to your advantage (and take a look at the primal instincts which impact how you make decisions), the day will equip delegates with tools, tips and insight into more effective decision making."

Anyone interested in attending the event should visit: <http://www.keyedin.com/lp/a-winning-combination.html>

Contact:

Sue Baker, Lexicon Public Relations Ltd
Email: sbaker@lexiconpr.com
Tel: +44 1943 830 626
Mobile: +44 7801 355 788

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