

Jersey Business Conference 2026: culture, productivity and what comes next for Jersey businesses

23rd April 2026

On 24 June 2026, Jersey Business will bring together business leaders from across the Island for its annual conference, *The Next Chapter of Your Business*, taking place at La Mare Wine Estate.

This year's conference focuses on a question facing many organisations right now:

how do you build a culture that genuinely supports productivity, performance and long-term sustainability?

The event will combine expert insight, local evidence and real-world examples, with the Productivity Pro Awards and the results of the Productivity Survey 2026 shared on the day.

Inspecting culture as a driver of productivity

The Next Chapter of Your Business is designed for leaders, managers and growing organisations who want to move beyond surface-level conversations about culture.

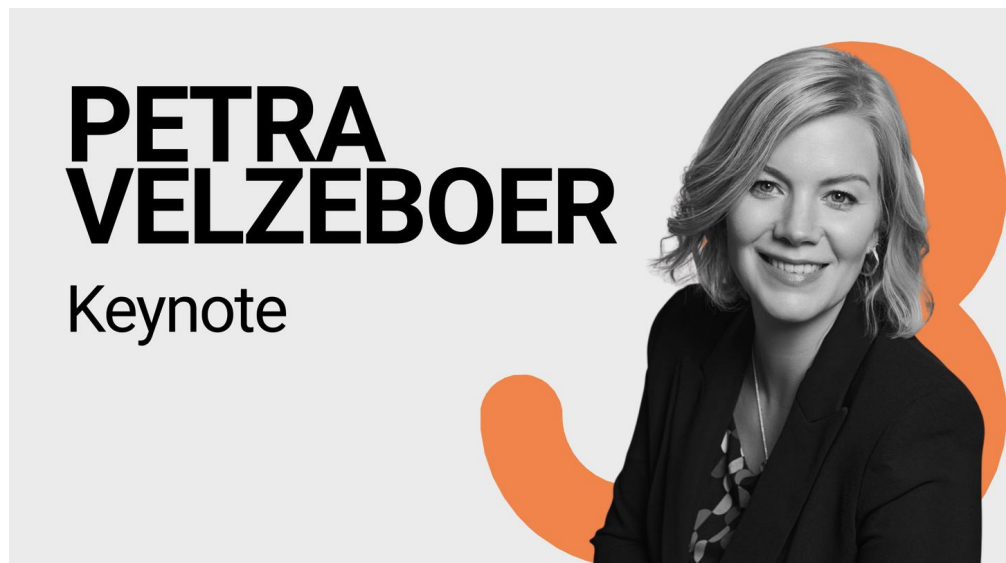
The conference will explore:

- How leadership behaviours shape day-to-day performance
- Why psychological safety and clarity matter for retention and productivity
- How culture shows up in systems, structures and ways of working
- What Jersey businesses can learn from evidence, research and real examples

At the heart of the day is a clear message: when culture is intentional,

productivity improves.

Keynote speaker: Petra Velzeboer



We are delighted to welcome **Petra Velzeboer** as keynote speaker for the 2026 conference.

Petra is an internationally recognised workplace wellbeing expert, author and speaker, known for her direct and practical approach to culture and leadership. Her work challenges the idea that wellbeing and performance are competing priorities, instead showing how psychologically healthy cultures enable people and organisations to perform at their best.

“Culture isn’t a ‘nice to have’, it shapes performance, wellbeing and long-term sustainability. I’m really looking forward to exploring this with the business community in Jersey and discussing how organisations can build cultures that support both people and results.”

Petra Velzeboer

Her keynote will explore how everyday leadership decisions and interactions shape culture, and what leaders can do differently to support sustainable performance.

Dr Kate Penney



DR KATIE PENNEY

Guest speaker

Joining Petra is Dr Kate Penney, Research Fellow at The Productivity Institute and the University of Manchester.

Kate specialises in place-based productivity research, focusing on how organisational culture, governance and behaviour influence productivity outcomes. At the conference, she will bring a research-led perspective that connects national insight with local relevance.

Kate's session will help delegates:

- Understand how productive cultures are built deliberately, not by chance
- Interpret evidence and data in a practical business context
- Reflect on how systems, power and behaviours influence outcomes

Productivity Survey 2026: insight from Jersey businesses

The conference will also see the results of the [Productivity Survey 2026](#) shared with delegates.

The survey captures insight from Jersey businesses on how work is really getting done – highlighting challenges, progress and opportunities to improve productivity across organisations, sectors and teams.

Sharing the findings at the conference provides:

- A timely evidence base to support discussion and reflection
- Context for leadership and culture decisions
- Insight into common themes emerging across the Island

Celebrating real progress: the Productivity Pro Awards

The conference will conclude with the **Productivity Pro Awards**, recognising individuals, teams and organisations who have made meaningful, practical improvements to how work gets done.

Launching for the first time in 2026, the awards celebrate:

- Progress that delivered real impact
- Practical changes that improved collaboration, wellbeing or efficiency
- Learning and improvement, not just polished initiatives

These are the changes that often make work better day-to-day, but don't always get recognised.

What to expect on the day

- **Arrival:** 08:30
- **Conference start:** 09:00
- **Finish:** 14:00

Delegates will leave with:

- Fresh perspective on culture and productivity
- Insight from research and local evidence
- Practical ideas they can apply immediately
- A clearer view of what their own "next chapter" could look like

Book your place

Tickets for *The Next Chapter of Your Business* are now available.

[View full event details and book now](#)