

PROUD PARTNERS OF



CONFERENCE & EXPO 25

CONFERENCE KIT MAG

Intelligent Instructor



 *Intelligent*
Instructor

National Conference & Expo '25

Cranmore Park | Solihull | West Midlands
Sunday | 28 September 2025

FREE BOOK NOW



 *Intelligent*
Instructor

National Conference & Expo '25
Cranmore Park | Solihull | West Midlands

**THE BIGGEST
DRIVING
INSTRUCTOR
EVENT OF THE YEAR**

34 FREE SEMINARS
50+ EXHIBITORS
1,750
INSTRUCTORS
PDI ZONE

SUNDAY 28 SEPTEMBER 2025

THE CONFERENCE THAT KEEPS INSPIRING TODAY'S
INSTRUCTORS

Why I'm Excited for the ADINJC & Intelligent Instructor Conference This September - (And Why YOU Should Be Too)

Lee Jowett is training manager at K.I.T and owner of i-Can Driving Solutions Ltd. In 2013 he completed the BTEC 4 in Coaching for Driver Development and has since gone on to deliver the BTEC 4 for Tri-Coaching. He is accredited by Cranfield University to deliver 'Driver Metrics' psychometric profiling behavioural change courses and has completed Cranfield's Driver Psychology course. In 2020 he authored the 'Meet The Standards' eBooks collection and has recently been inducted into The Institute of Master Tutors of Driving (IMTD)



LEE JOWETT
(FOUNDER)

Every year, the ADINJC & Intelligent Instructor Conference and Expo has become one of the standout events in the driver training industry. For me, it has been a journey of growth, inspiration, and connection since it first began, and this September promises to be the biggest and best edition yet. When I look back at what this conference has given me, and forward to what's ahead, I can't help but feel excited—and I believe every instructor should be considering it as a must-attend date in their calendar.

Personal Development Through the Years

From the very first conference, the event has provided me with more than just information; it has been a genuine source of professional development. As instructors, we often talk about CPD and the importance of continually improving our knowledge and skills. For me, this conference has been a part of that development. Each year I've come away with new insights, fresh perspectives, and ideas that have shaped further training and influenced the way I teach and how I think about the profession.

What makes it so valuable is that it doesn't feel like traditional "training." Instead, it's an immersive learning experience where you can pick and choose the sessions most relevant to your journey. Whether it's advanced coaching techniques, understanding driver psychology, or adapting to industry changes, there has always been something I could take away.

Networking Across the Country

One of the biggest benefits for me personally has been the networking. Before the conference existed, many of my connections with other instructors around the country were limited to social media groups or formed at CPD course. But walking into the expo hall, surrounded by instructors from all over the UK, gave me the chance to meet people I had only ever spoken to online and to see familiar faces from prior workshops.



Lee Jowett & Mick Knowles
Knowledgeable Instructor Training

Over the years, these face-to-face conversations have turned into friendships, collaborations, and ongoing professional support. It's one thing to exchange ideas in a Facebook comment thread, but it's something else entirely to sit down with a colleague from another region and swap experiences over coffee. The conference has given me that opportunity, time and time again, and I know many others who've said the same.

Inspiration from Speakers and CPD Opportunities

Another highlight has been the range of speakers. Every year, I've sat in on sessions that have completely reshaped how I think about certain aspects of driver training. From motivational talks to practical workshops, the quality of the speakers has always been exceptional. The beauty of the event is that you're not just listening to theory—you're gaining CPD that is directly relevant to your everyday work. Watching various speakers over the years has sparked countless new ideas I've been able to implement with learners and trainees. For me, CPD is at its best when it's engaging, practical, and thought-provoking, and this conference consistently delivers that.

Pride in Speaking Again This Year

This year, I'm particularly proud to once again be speaking in the PDI Lounge alongside Mick Knowles. To be invited back as speakers is not only an honour but also a reflection of how far I've come since that very first conference. Delivering our workshop in the Lou Walsh PDI Zone gives us a platform to contribute to the very community that has helped us grow.

For PDIs especially, the lounge is a unique space. It provides focused guidance, encouragement, and practical advice for those at the start of their careers. Being able to play a role in that is something I take great pride in, and I look forward to contributing again this September.

Why I'm Excited for the ADINJC & Intelligent Instructor Conference This September - (And Why YOU Should Be Too)

Lee Jowett is training manager at K.I.T and owner of i-Can Driving Solutions Ltd. In 2013 he completed the BTEC 4 in Coaching for Driver Development and has since gone on to deliver the BTEC 4 for Tri-Coaching. He is accredited by Cranfield University to deliver 'Driver Metrics' psychometric profiling behavioural change courses and has completed Cranfield's Driver Psychology course. In 2020 he authored the 'Meet The Standards' eBooks collection and has recently been inducted into The Institute of Master Tutors of Driving (IMTD)



LEE JOWETT (FOUNDER)

The Biggest Event Yet

Perhaps the most exciting part of all is knowing that this year's conference will be the biggest ever. More exhibitors, more zones, more speakers, and more opportunities to learn and connect than ever before. Each year the organisers have managed to raise the bar, and the buzz around the upcoming event suggests that 2026 will be on another level entirely.

For instructors, PDIs, and anyone involved in the driver training profession, this is more than just a date in the diary. It's a chance to invest in yourself, your business, and your future. The industry continues to evolve, and events like this help ensure we stay ahead of the curve.

Why You Should Attend

If you've never been before, this September is the perfect time to start. You'll have the chance to:

- Develop professionally through inspiring CPD sessions and expert talks.
- Network nationally with instructors from every corner of the UK.
- Discover new tools and ideas that can enhance your teaching and your business.
- Engage with exhibitors showcasing the latest products, technology, and services tailored to our industry.
- Be part of the community that is shaping the future of driver training.

For me, it's been a journey of growth, connection, and inspiration. For you, it could be the same. This year's ADINJC & Intelligent Instructor Conference and Expo is set to be the most impactful yet – and I can't wait to see what it brings.

FREE BOOK NOW

ADI II Intelligent Instructor

National Conference & Expo '25
Cranmore Park | Solihull | West Midlands

THE BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR

34 FREE SEMINARS
50+ EXHIBITORS
1,750 INSTRUCTORS
PDI ZONE
SUNDAY 28 SEPT 25

ADI
NATIONAL
JOINT COUNCIL



Intelligent Instructor

National Conference **September 2025**



KNOWLEDGEABLEE

**COME AND SEE US
SPEAKING IN**

The Lou Walsh PDI Zone
14:30 - 15:00

**The Only 5
Questions
You Need...**

TOPIC: WORKSHOPS

Knowledgeable CCL & SC / PT3 Workshops

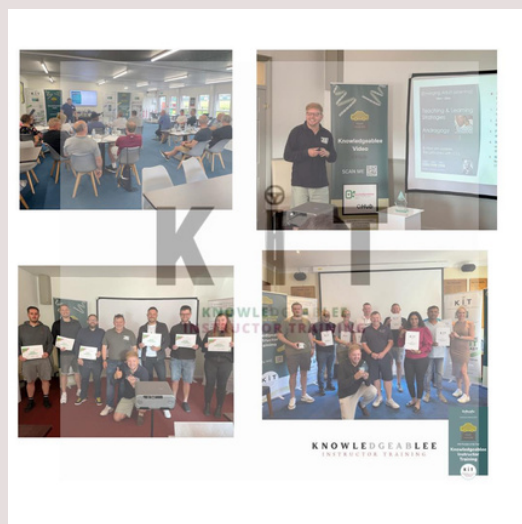
Book To Attend



KNOWLEDGEABLEE INSTRUCTOR TRAINING

The workshops that
Keep Inspiring Todays instructors





Thinking of Risking... the ADINJC & Intelligent Instructor Conference This September?



MIKE FOWLER
DRIVE



The ADINJC x II Conference and Expo is by far my favourite time of the year. It's a fantastic day of CPD for PDI's, ADI's and Trainers alike. Having presented at the Conference as well as the convention for a number of years now, it's good to see more and more attendees at each event hosted, meeting a mixture of old faces and new ones all making themselves the best instructors they can be.

This year has been pretty centered around Risk Management, a topic for every instructor to focus on, from the PDI Zone to the Main Stage. The last time I presented at the Convention, a member of the audience became unwell, and risk management was put into action from an "Event organiser" point of view.

The time I presented before that, I inadvertently told a young child Santa wasn't real - a risk I didn't forecast!

If I were to ask 100 different instructors the question "What is Risk Management?" I'm sure I would get 150 different answers! The same could be said if I were to ask 100 examiners, because there is no "Be all and End all" to how we handle risk within a Driver Training session. The kicker with this, is the reaction to the word "Risk". If I was asked "How much Risk do I fancy taking today?" I would like to think I would say none!

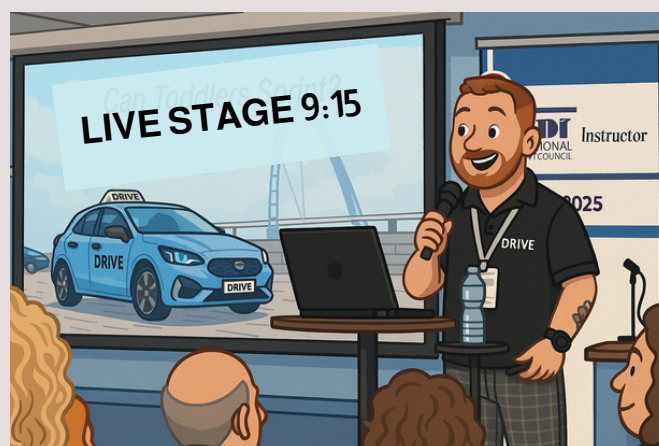
Risk can never be fully eliminated, at least not until we reduce the number of KSI's on UK Roads. What we really want is to create strategies for dealing with risk: What sort of risks are likely? And to deal with those risks, who will take responsibility for what?

The ADII does a pretty good job of defining to an examiner what the DVSA mean by "Risk Management", summarising it by saying: It is vital that all parties in any on-road training situation understand, and are clear about, where the responsibility lies for the safety of themselves, others in the vehicle and other road users.

However when we think of the mantra of "Safe Driving For Life", is the statement from DVSA's ADII a goal for Instructors to achieve, or a minimum standard we should seek to exceed every time we get in the car?

Our aim as instructors is not just to get a pupil to understand what risks they are likely to encounter, but also encourage them to think of strategies for dealing with these hazards. Once we use these in a real life scenario with a client, they are much more likely to remember and reimplement these strategies post test, without us in the car. Add in contextual information relevant to the learner, for example the difference between dealing with a bend, compared to the same bend, late at night, with 3 friends in the car, and we start to achieve learning in line with the higher levels of the GDE Matrix (Risk increasing aspects are mentioned within each level)

Our goal as instructors is not just to ensure risk is managed in every training session we deliver, but to use our discussions on risk to create thinking, analysing drivers, equipped with strategies to mitigate risk to ensure a safe drive for the rest of their life. To find out more about Actively Managing Risk, come and see me on the Live Stage at 9:15.



The National Expo & Convention

Driving instructors mark your calendars for the biggest event of the year...The ADINJC & Intelligent Instructor Conference & Expo in Solihull on 29 September 2026:



Building on the success of 2025, attendees can expect a stellar lineup of industry experts and high-profile speakers:

- Loveday Ryder, Chief Executive of DVSA, delivering the essential annual DVSA update—imperative for staying on top of regulatory changes .
- Joshua Aiken (marketing), Kev & Tracey Field of Confident Drivers, and Chris Bensted (Theory Test Explained) will provide vital insights into business strategy, pedagogy, and learner psychology .
- Plus voices like Mark Born (AA Driving School), Terry Cook (Instructor Podcast), and specialists from RoSPA and MIB—spanning coaching, safety policy, and risk management .

These sessions aren't just talks—they're practical, CPD-eligible masterclasses. Each seminar offers concrete takeaways to refine your teaching, sharpen your marketing, and streamline your operations.



FREE BOOK NOW

 **Intelligent Instructor**

National Conference & Expo '25
Cranmore Park | Solihull | West Midlands

THE BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR

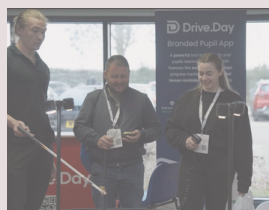
34 FREE SEMINARS
50+ EXHIBITORS
1,750 INSTRUCTORS
PDI ZONE

SUNDAY 28 SEPTEMBER 2025

Over 50+ exhibitors will converge at Cranmore Park to showcase the latest products, services, and innovations for driving schools . Highlights include:

- EV manufacturer test-drives (e.g. BMW ID3, Tesla Model 3, Kia Niro EV) so you can trial and learn the ins and outs of electric teaching cars .
- Adapted vehicle demos with experts from Driving Mobility and Disability Driving Instructors – essential for instructors working with disabled learners .
- Stands from major brands like AA Driving School, ADI Network, Pass N Go, AcciDON'T, AAT, Dash Claims, RoSPA, DVSA—plus tools for marketing support, insurance, and trainer development .

This expo floor is a one-stop shop to refresh your training KIT, unlock exclusive industry deals, and stay ahead on education trends.



FREE BOOK NOW

 **Intelligent Instructor**

National Conference & Expo '25
Cranmore Park | Solihull | West Midlands

THE BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR

34 FREE SEMINARS
50+ EXHIBITORS
1,750 INSTRUCTORS
PDI ZONE

SUNDAY 28 SEPT 25

The National Expo & Convention

Designed with every instructor in mind, the event spans four dedicated zones :

- **Live Stage:** The flagship platform for headline presentations including the DVSA update.
- **PDI Zone:** Tailored for newly qualified instructors, packed with essential “foundation” sessions.
- **Business & Marketing Zone:** Covers topics from social-media strategies to scaling your driving school.
- **Road-Safety & Teaching Innovations Zone:** Delving into safe, effective teaching methods and emerging technologies.

With over 30–32 seminars running all day, there’s something for every interest and experience level –ideal for structured CPD and broadening your professional horizons.



Expect over 1,700 driving instructors in attendance in 2025–2026 should top that . That’s hundreds of opportunities to:

- Exchange ideas with peers—about business growth strategies, lesson planning, and tackling challenges.
- Explore collaborations—from joint training packages to sharing cars or office space.
- Mentor or be mentored—veteran ADIs can support newer PDIs via casual chats or formal meetups.
- Informal zones, side activities, charity tombolas, and giant Scalextric races create relaxed spaces for connection

FREE

BOOK NOW

ADI
 NATIONAL
 JOINT COUNCIL

Intelligent Instructor

National Conference & Expo '25
 Cranmore Park | Solihull | West Midlands

THE BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR

34 FREE SEMINARS
 50+ EXHIBITORS
 1,750 INSTRUCTORS
 PDI ZONE

SUNDAY 28 SEPTEMBER 2025

The event isn’t just educational—it’s a full-on industry celebration:

- Goodie bags filled with promotional materials and exclusive offers .
- Charity fundraising, especially the Speed of Sight tombola—promoting community and goodwill .
- Demonstrations like HGV reversing, VR crash scenarios, tyre-check zones, and giant Scalextric races add fun and flair .



Whether you’re a seasoned ADI or a newly qualified PDI, this event arms you with knowledge, fresh tools, industry connections, and a renewed sense of purpose—all while ticking your CPD box. Don’t miss it. Mark your calendars, book your spot (early to secure freebies and headshots), and join the largest gathering of UK driving instructors at Cranmore Park next September.



Why the ADINJC & Intelligent Instructor Conference and Expo Is a Must for Every Driving Instructor



TOM STENSON
BRIGHT
COACHING &
ADINJC



For most people, the idea of a driving instructor conference or expo might not sound especially exciting. Rows of stands, endless seminars, and long chats with fellow instructors about rules and regulations might seem dull from the outside. But for those of us within the driver training industry, these events are much more than that. They're an important date in the diary. The ADINJC & Intelligent Instructor Conference and Expo has become one of the biggest highlights of the year for Approved Driving Instructors (ADIs), Potential Driving Instructors (PDIs), and industry professionals alike. What may look like another instructor event is, in fact, a chance to connect, grow, and celebrate what it means to be part of this profession.

So, what actually happens at these events? The short answer: a lot.

The day is packed with opportunities, from networking with like-minded instructors to chatting with industry leaders and catching up with old colleagues. There are seminars, CPD opportunities, and expert-led talks covering every aspect of driver training, from practical teaching techniques to the latest psychological insights into driver behaviour.

There's even the chance to speak directly with DVSA representatives, an opportunity that often sparks insightful discussions (tomatoes should not be thrown).

Since relaunching after the pandemic, the Conference and Expo has gone from strength to strength, with record-breaking numbers of attendees every year. This growth reflects not only the event's rising popularity but also the appetite within our profession for high-quality training, development, and collaboration.

The Expo isn't just about personal development; it's also a key platform for Organisations and businesses in the industry. For national associations like the ADINJC, it's a chance to showcase what we can offer to both new and long-standing members.

For national associations like the ADINJC, it's a chance to showcase what we can offer to both new and long-standing members. That includes workshops and CPD events. The NJC Free Talks and 10-Minute Takeaways (available on our YouTube channel). Representation at DVSA complaint hearings. Plus, a host of other training and support opportunities. In fact, the ADINJC now hosts three major events each year: the Instructor Convention, the Instructor Conference & Expo (run alongside Intelligent Instructor), and, as of 2024, our first independent conference in Glasgow. By 2025 the event had grown further, and plans are already underway for a larger venue in 2026 to keep up with demand.

For businesses such as Bright Coaching, the event is invaluable. It allows us to showcase initiatives like the Professional Diploma in Coaching and Behavioural Change for Safe Driving. A qualification designed for forward-thinking trainers looking to go beyond Part 3 tests and Standards Checks. It also gives us the chance to network with other like-minded businesses, building collaborations that help raise standards across the industry.



Why the ADINJC & Intelligent Instructor Conference and Expo Is a Must for Every Driving Instructor

FREE BOOK NOW

ADI Intelligent Instructor
National Conference & Expo '25
Grenmore Park | Solihull | West Midlands

THE BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR
34 FREE SEMINARS
50+ EXHIBITORS
1,750 INSTRUCTORS
PDI ZONE
SUNDAY 28 SEPT 25



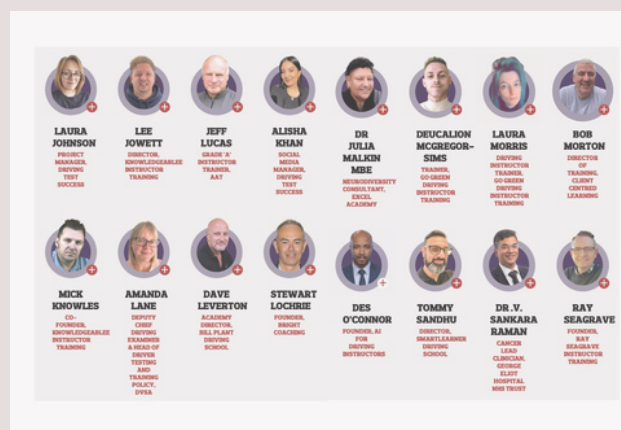
TOM STENSON
BRIGHT
COACHING &
ADINJC

On a personal level, the Expo has been a major part of my own professional journey.

I first attended in 2021, just after the pandemic lockdowns. I was there as a helper with the ADINJC, and although much of the day was spent supporting the team, it gave me the chance to soak in the atmosphere, listen to inspiring speakers, and (of course) collect a fair bit of free stuff. The following year, 2022, was when I first stepped on stage as a presenter. It wasn't planned! I filled in last-minute when another speaker couldn't attend, but it was a turning point for me. Since then, I've been fortunate enough to be invited back to speak at both conventions and expos, covering topics such as: Gamification. The power of feedback. Why conversations are better than briefings. Driver psychology, including the 'Looked but Failed to See' phenomenon. These experiences have not only helped me grow as a trainer but have also allowed me to contribute to the development of others. While some events like the Instructor Convention or the Scottish Conference are ticketed, the ADINJC & Intelligent Instructor Conference and Expo remains free to attend.



That's thanks to the huge effort put in by the organisers and sponsors, who make it possible to bring together so many opportunities at no cost to instructors. Of course, registration is essential, not only to secure your place but also to save time on the day. With the event growing year on year, early registration is the best way to ensure you don't miss out. The ADINJC & Intelligent Instructor Conference and Expo is far more than a date on the calendar. It's a celebration of our profession, a chance to sharpen our skills, and an opportunity to connect with the people shaping the future of driver training. Whether you're a new PDI, an experienced ADI, or a business working within the industry, there's something to be gained from attending. Personally, it has shaped my career in ways I never expected, and I'm always excited to see what the next year brings. So, if you've never been, make this the year you register and experience it for yourself. Who knows, it might just be the turning point in your own journey too.



National Conference & Expo '25Cranmore Park | Solihull | West Midlands
Sunday | 28 September 2025

supported by

**FREE**
to attend

THE UK'S BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR!

The ADINJC & Intelligent Instructor National Conference & Expo '25 is moving to a new, larger venue in the Midlands this September – because the event is getting a whole lot bigger!

Join **over 1,750 visitors**, explore **50+ exhibitor stands**, and choose from **30+ expert seminar sessions** to expand your learning and grow your business. It's an **unmissable day of inspiration, insight, and innovation**.

Whether you're a seasoned ADI, a PDI in training, or simply exploring a career in driver instruction, this **free-to-attend event** is designed with you in mind.

**LEARN. GROW.
GET INSPIRED.**

Take your pick from over **30 expert-led seminars** across four dedicated zones:

- **The Live Stage:** Industry-leading trainers and an exclusive DVSA update from the Chief Executive
- **PDI Zone:** Practical support and guidance for those new to the industry
- **Bonus sessions added!** Two more areas packed with training, road safety, business, and marketing insights.

**EXPLORE THE EXPO**

Discover the latest tech, tools, and services from **50+ exhibitors** in our expanded expo halls.

ENJOY THE EXTRAS

It's not all about seminars and stands—we've packed the day with activities and entertainment:

- Test-drive **over 30 electric instructor cars** and adapted vehicles
- Grab a **free professional headshot**
- Try your luck on **driving simulators**, giant Scalextric, and the **Speed of Sight** charity tombola
- **Network** with hundreds of fellow instructors and industry experts

This isn't just another event — it's a celebration of your profession and a brilliant opportunity to learn, connect, and be inspired.

**INFORMATION**

- **WHEN?** Sunday, 28th September 2025
- **WHERE?** Cranmore Park Conference & Events Centre, Solihull (near Birmingham)
- **HOW MUCH?** Free! Just pre-register to secure your place.

TOPIC: INSTRUCTORS

MEET THE CONFERENCE MAKER : Rachael Butler



Name : Rachael Butler

Birthday : 11 September 1978

Occupation : Sales & Marketing Director at Intelligent Instructor

Current Car : Mini Cooper S

Dream Car : it has to be the iconic Aston Martin DB5 Convertible

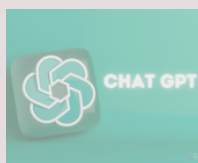
Favourite Lesson : Okay, confession time - I'm not an Instructor! But after ten years of working at Intelligent Instructor and sitting in countless training sessions I'd like to think I'd stand a half reasonable chance of qualifying if I made the leap. My son will be learning to drive next year so I'm on the hunt for a The Honest Truth instructor, and I recently downloaded Kate Monk's My Learner Driver 'Parents' course so I can support him in his private practise. It's a no-brainer to me; parents and instructors working in partnership.



Least favourite part of your job : Paperwork. Enough said.

What annoys you? : When AI is overused in marketing or editorial and the result is that everyone sounds exactly the same. The term 'no-fluff' smacks of ChatGPT to me. It's more important to let your personality and originality shine through. Let's keep it human!

What part of your job do you enjoy? : Working closely with our partners, exhibitors, clients, sponsors and contributors; many of whom I consider friends as well as colleagues. And when we launch a new product/event and seeing it take off and valued by the industry. I also enjoy facilitating at masterclasses & webinars for our guest speakers.



Most memorable moment in your current role : The adrenaline rush after the National Conference & Expo is unrivalled, it's my favourite (and most exhausting) day of the year.

Funniest moments in your role : I recently apologised to Chris Bensted and Terry Cook because Copilot manipulated their headshots when their two photos were merged together. And the 'enhanced' image went out to our entire email database. Fortunately, they took it well.

Biggest influence on your career : Hands down my dad! He had a brilliant business mind and was a great people person. He was my biggest champion and told me to always go for it and, "what's the worst that can happen?" Richard Storrs (Founder of ii). He's genuinely one of the most driven and hard-working people. I've known Rich for years, from way back when we both worked at Haymarket Publishing; and he coached our women's football team!

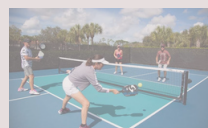


Professional ambition To work hard, keep learning & enjoy what I do!

Personal ambition : I'd really love to write a novel one day.

Hobbies and interests : Hiking, Paddleboarding, pickleball always puts a big smile on my face, it's very fast paced and sociable.

Favourite food : Roast



Favourite Film : Top Gun Maverick. Not just for the beach scene – honestly.

What music do you like to listen to? : I have a very eclectic taste – Everything from soul, R&B, rock, house, 80's and classical. I especially love a bit of Pink Floyd to wind down to.

If you weren't in sales and marketing, what would you be? : Garden designer or a paralegal. Or perhaps I'd become a Driving Instructor - I've had a several people offer to train me, lol!

If you could meet anyone...who would you most like to meet? : Sir David Attenborough. Legend.



If you won the lottery : Pay off my close family's mortgages and buy a dream house by the sea. And that DB5 Convertible with the change

NEW
**EXCLUSIVE
CLUB FOR
INSTRUCTORS**

Learn from the best industry trainers

**Over 85 training videos,
totalling 24 hours**

100's of expert features

Monthly one hour webinar

Great prizes and exclusive offers

**FOR ONLY £5 PER MONTH
JOIN OUR GROWING COMMUNITY NOW**
intelligentinstructor.co.uk/subscribe

HELIPADS SAVE TIME HELP US **SAVE LIVES**



Scan to donate



@HELPAppeal



@HelipadHELP



@helipadHELP

County Air Ambulance **HELP Appeal**, P.O. Box 999, Walsall WS2 7YX

T: 0800 3898 999 | E: info@helpappeal.org.uk | W: helpappeal.org.uk

An Independent Charitable Trust. Registered Charity in England and Wales (1057063) and Scotland (SCO45963)



Registered with
**FUNDRAISING
REGULATOR**



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES



HELP Appeal
Helicopter Emergency Landing Pads[®]



County
Air Ambulance
Trust



Knowledgeablee

INSTRUCTOR TRAINING VIDEO...

Hub

SIGN UP TO THE VIDEO HUB USING DISCOUNT CODE : KITHALFOFF

FOR 50% OFF YOUR FIRST MONTHS
SUBSCRIPTION

Knowledgeablee
INSTRUCTOR TRAINING
VIDEO...
SUBSCRIBE
HERE **Hub**



WHAT'S ON....



National Conference & Expo '25
Cranmore Park | Solihull | West Midlands
Sunday | 28 September 2025
supported by


THE UK'S BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR!
The ADINJC & Intelligent Instructor National Conference & Expo '25 is moving to a new, larger venue in the Midlands this September – because the event is getting a whole lot bigger! Join **over 1,750 visitors**, explore **50+ exhibitor stands**, and choose from **30+ expert seminar sessions** to expand your learning and grow your business. It's an **unmissable day of inspiration, insight, and innovation**.
Whether you're a seasoned ADI, a PDI in training, or simply exploring a career in driver instruction, this **free-to-attend event** is designed with you in mind.

**HELP Appeal**
Helicopter Emergency Landing Pads


SCAN TO DONATE



FREE BOOK NOW



National Conference & Expo '25
Cranmore Park | Solihull | West Midlands

THE BIGGEST DRIVING INSTRUCTOR EVENT OF THE YEAR	34 FREE SEMINARS
	50+ EXHIBITORS
	1,750 INSTRUCTORS
	PDI ZONE

SUNDAY 28 SEPTEMBER 2025



October's MAG....

OCTOBER'S ISSUE SEES US PARTNER THE HELP APPEAL, LEE JOWETT DELVE FURTHER INTO COACHING AND MICK KNOWLES CONTINUES TO HELP GROW YOUR BUSINESS, ALISON HARPER MSc HELPING YOU WITH YOUR SOCIAL MEDIA MARKETING, DIANE HALL & JULIA MALKIN MBE ARE BACK WITH THEIR SPECIALIST NERVES AND SPECIAL EDUCATIONAL NEEDS COLUMNS, RAY SEAGRAVE CONTINUE'S TO HELP ADIS DEVELOP COACHING SKILLS, TERRY COOK TALKS TO US FROM BEHIND THE MIC, PENNIE GIVES MORE INFO ON DISABILITIES AND TERRY LEFTERI OF 'DONE STRESSIN' GIVES YOU PERSONAL COACHING TIPS....TO HELP THE KNOWLEDGEABLE INSTRUCTOR DEVELOP YOUR ADI TOOLKIT.