



HAKIM
GROUP

The Annual Retreat 2025 Event Guide

29th - 30th Nov 2025 @ Telford International Centre

Annual Retreat 2025

Welcome To Telford!

Here it is! The 2025 HG event you have all been waiting for...

The Annual Retreat will be hosted at Telford International Centre and it is set to be the biggest and best HG event yet! I know we say that every year, but we never disappoint - right!? 😊

The TIC was chosen for its convenience, accessibility and ultimately size... to house our ever growing family of independent practices, as well as our fantastic practice teams from across UK and Ireland, and as you'll see, there are A LOT of teams now! 🤖

We also have a record number of approved suppliers this year making this one of the biggest events in the optical calendar.

We have an incredible line-up of speakers and celebrities for this year's Retreat, who are set to inspire and entertain. For those who have attended before, this will be a retreat designed to push your boundaries! If this is your first time with us, you've got a lot to look forward to!

Each Annual Retreat is unique, fun and vibrant. We welcome new faces to the extended HG family, as well as reconnecting with old friends, each time we carry the weekend's theme into the new year as a guiding mantra.

Without giving anything away, not only will this be one of our strongest line-up of speakers, we know the weekend will be thought provoking, leaving you re-energised, inspired and ready to take things to another level in 2025! 😊

We cannot wait to see you there!



Annual Retreat 2025

Guest Itinerary

Saturday 29th November

Time	Activity
10.00am	Welcome
10.15am	Guests to be seated
10.20am	Introduction / Weekend Theme Imran Hakim
11.00am	How To Ikigai Tim Tamashiro
12.00pm	Live your Ikigai; Business & Entrepreneurship Deborah Meaden
12.50pm	Track 1
	Track 2
12.50pm	Lunch
	Trade Show Exhibition
12.50pm	The Pursuit Of Happiness Gavin Rebello
1.20pm	Lunch
1.20pm	Trade Show Exhibition
3.00pm	Live Your Ikigai; Comedy & Laughter Sir Lenny Henry CBE
3.55pm	High Performance Ikigai Jake Humphrey
4.55pm	Day 1 Summary & Wrap Up Evening Details Justin Moorhouse
5.00pm	Close
6.45am	Coaches depart hotels for awards evening
7.30pm	Dinner, Entertainment & Awards
1.00am	Coaches depart venue for hotels

Sunday 30th November

Time	Activity
10.00am	SharkTank
10.50am	Coffee Break
11.00am	Live Your Ikigai; Sports & Wellbeing Jonny Wilkinson CBE
12.00pm	Netflix & The Secrets Of Living To 100 Dan Buettner
1.00pm	Lunch & Trade Show Exhibition
2.45pm	Live Your Ikigai; Optometry, Passion & Purpose Brian Tompkins
3.00pm	Live Your Ikigai Jez Rose
4.00pm	Day 2 Summary & Closing Remarks
4.30pm	Event Close

- Opportunity for supplier and team interaction
- Track 1 - TBC on the day
- Track 2 - TBC on the day
- Sharks Only

- Tea & coffee will be available throughout the weekend.
- Dress code during the day is smart/casual.
- Dress code for our Saturday evening entertainment is 'The Great Gatsby'; bring some glitz and glamour for a roaring night!

Annual Retreat 2025

On The HG Stage



Tim Tamashiro

Best selling author and media personality helping audiences live with more peace and purpose.



Jake Humphrey

Tv presenter, podcaster, author and businessman who is one of the most respected sports broadcasters in the UK.



Dan Buettner

National Geographic explorer, Emmy award winning producer and 5x New York Times best selling author with a Netflix series "Live to 100".



Justin Moorhouse

Comedian, actor, dogwalker and parent. You met him at Annual Retreat 2024.



Sir Lenny Henry CBE

One of Britain's best known and best loved personalities. He's an actor, writer, comedian and TV presenter.



Jonny Wilkinson CBE

Renowned England rugby icon. He's also a mental health ambassador, entrepreneur, writer and inspirational speaker.



Deborah Meaden

Business leader and best selling author. Ever-present on BBC's Dragon's Den, she is also well known for her environmental pursuits.



Gavin Rebello

No intro needed for our very own in-house Yogi, Gavin is an inspiring and knowledgeable speaker as well as a HG partner in several independent practices



Brian Tompkins

A HG partner with a wealth of knowledge and love for his profession and patients.



Jez Rose

Former TV broadcaster and bestselling author. Back by popular demand!



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Annual Retreat 2025

Telford International Centre Floorplan



Ground Floor

- HALL 1** Trade Show & Lunch Room
- HALL 2** Main Conference Room
- HALL 3** Refreshments Area
- P1 & P2** Crèche
- B1** Coats & Luggage Drop
- B3 & B4** Spa & Beauty Rooms
- E1** Main Entrance

A prayer room will be available on the first floor, as well as further lunch tables.



BEAUTY SPA

Sponsored by



Take the opportunity to escape, unwind and relax with our therapists offering professional, warm and friendly treatments.

Massage

Reduce your stress, relax your body
and renew your spirit!

- Neck and Shoulder -

Choose from Standard Relaxation,
Swedish or Classic holistic massage
techniques.

Make Up

Saturday Only

From 12pm-5pm

Our professional make up artist will be on hand
to compliment your 'Great Gatsby' glam with
a free consultation - you'd be mad not to pay
them a visit. Go on, you know you want to!

*Treatments last 20 minutes each.
Treatments must be booked in person at
the spa reception.*

*Please check your event itinerary
to avoid booking during any key sessions.
Be sure to arrive at least five minutes
before your allotted time, or the length
of your treatment may be reduced.*



Saturday

Mains

Lamb & Rosemary Hot Pot

  Allergens: Soya

Thai Green Chicken Curry

 Allergens: Milk

Allotment Cottage Pie

*Mushroom, root vegetables, leeks, rosemary
and lentils topped with creamy mash*

  Allergens: Milk

Roasted Butternut Squash

With chilli, tomato and bean stew

    Allergens: Sulphites, Soya

Sides

Braised Rice

Steamed seasonal vegetables with garden herbs

Tomato, cucumber, grated carrot & red onion salad with
toasted pumpkin seeds, French dressing

  Allergens: Mustards

Sunday

Mains

Slow Cooked English Beef & Mushrooms

With root vegetables

  Allergens: Soya

Chicken Chasseur

With mushrooms, pearl onions, tarragon sauce

  Allergens: Soya

Fabulous Moussaka

*Smokey aubergine, porcini mushroom and
sweet tomato with a creamy feta sauce*

  Allergens: Milk, Soya

Cauliflower, potato, chickpea & spinach curry

  Allergens: Soya





Sides

Braised Rice


Honey roast carrot, swede and parsnips

Tomato, cucumber, grated carrot and red onion salad with
toasted pumpkin seeds, French dressing

  Allergens: Mustards

 suitable for vegetarians
 suitable for vegans
 gluten free
 dairy free

All meats are halal, any specific
dietaries where advised, will be
catered for separately.



HAKIM GROUP PRESENTS

THE GREAT GATSBY

A NIGHT OF GLITZ
AND GLAMOUR AWAITS

**COME AND JOIN US FOR A RIP-ROARING EVENING
OF 1930'S GLAMOUR AND ENTERTAINMENT!**

Put on that fancy suit or glitzy gown and join us on Saturday 29th November 2025
from 7.30pm for music, entertainment and fantastic food!

- V suitable for vegetarians
- VE suitable for vegans
- GF gluten free
- DF dairy free

Where advised, any specific dietary requirements will be catered for separately.
All meats are halal.

YOUR EVENING MENU

STARTERS - THE SPEAKEASY BITES

Jay Gatsby's Tower

Chicken & roasted pepper tower, sweet potato purée, roasted corn salad & garlic ciabatta

GF DF

Daisy's Garden Delight

Avocado, butternut squash & sun-blushed tomato tower, sweet potato purée, roasted corn salad & garlic ciabatta

GF DF

MAINS - THE ROARING ENTRÉES

The Bootlegger's Roast

Garlic & thyme slow-cooked beef, crispy beef bon bon, G&Aé&Ié!

GF

Zelda's Velvet Veggie Stack

Sweet potato & leek stuffed mushroom, grilled cheese topping, crispy vegetable & bean bonbon, spicy tomato sauce

Allergens: Milk, Mustard, Sulphites

DESSERTS - THE JAZZ AGE SWEET FINALE

Peach Melba à la Fitzgerald

iLQL.mKCpimHIKCpNcNHKm.NmNHm

Allergens: Wheat, Egg, Milk, Soya

HAKIM GROUP PRESENTS
**THE GREAT
GATSBY**

A NIGHT OF GLITZ
AND GLAMOUR AWARDS

THE HG HALL OF FAME 2025

Our award ceremony will see some of the many outstanding achievements across the group recognised and rewarded with some fantastic prizes.

PRACTICE AWARDS

- 1 **Best Overall KPIs**
- 2 **Best Customer Experience**
- 3 **Best Patient Growth**
- 4 **Best Margin Control**
- 5 **Best Contact Lens Growth**
- 6 **Best Recurring Revenue Growth**
- 7 **Turnaround Practice**
- 8 **Audiology Practice of the year**
- 9 **HG Practice of the Year**
- 10 **Best Practice Group**

SUPPLIER AWARDS

- 11 **Creative Thinking**
- 12 **Most Consistent**
- 13 **Growth Mindset**
- 14 **Partnership Award**
- 15 **Practice Choice**

HGHQ AWARDS

- 16 **Best HGHQ Department**

INDIVIDUAL AWARDS

- 17 **Optometrist of the Year**
- 18 **The HAKIM Award**
- 19 **Dispensing Optician of the Year**
- 20 **Optical Assistant of the Year**
- 21 **Practice Manager of the Year**
- 22 **FISH Philosophy Award**
- 23 **Best Newcomer**
- 24 **Audiologist of the Year**
- 25 **Shark of the Year**
- 26 **Special Achievement Award**

Annual Retreat 2025

Getting There



telford
internationalcentre

International Way, Telford, Shropshire, TF3 4JH

01952 281 500

contactus@tictelford.com

www.tictelford.com

By Road

TIC's central location means it's easily accessible from anywhere in the UK. There are over 1500 car parking spaces on-site, all within easy walking distance of the venue.

Sat-nav postcode: TF3 4JH

What Three Words: gentle, motivates, party

From The M6

- At junction 12, take the A5 exit towards North Wales/ Telford/M54/Wolverhampton/Cannock
- Follow A5 for approx 39 miles, carrying straight on through 5 roundabouts, until reaching the Hollinswood Interchange
- Take the 3rd exit onto Hollinsgate, and at the roundabout, take the 2nd exit onto Grange Central
- At the roundabout, take the 1st exit onto St Quentin Gate

By Rail

Situated just over a mile from Telford Central Station, TIC is a 15 minute walk or two minute taxi drive away. There are regular services from Birmingham New Street, Wolverhampton and Shrewsbury.

By Air

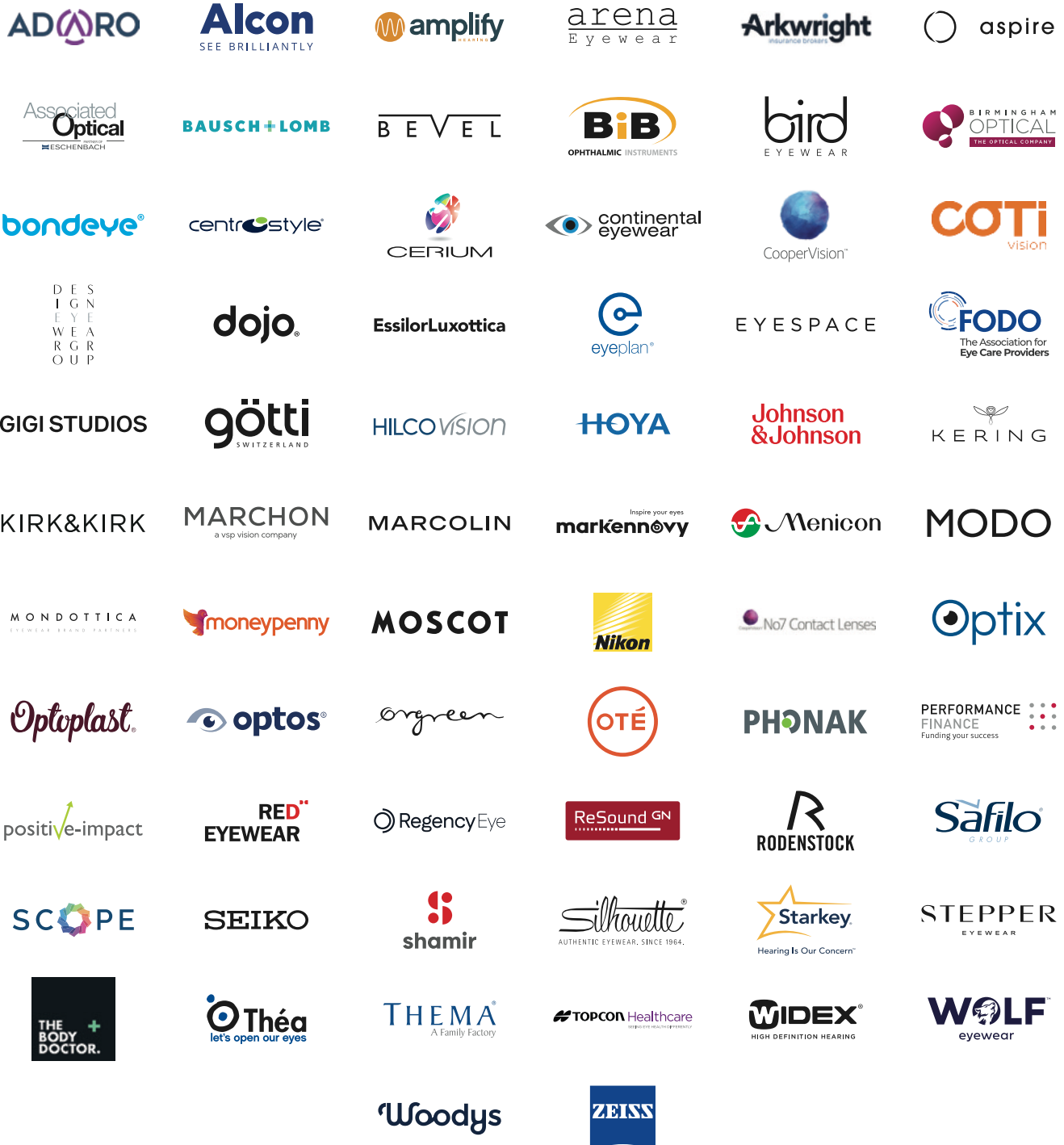
The International Centre is less than an hour by road from Birmingham International airport, with rail connections from Birmingham International Station.



Annual Retreat 2025

Our Event Partners

A HUGE thank you as one of our supply chain partners for your invaluable contribution in making 2025 the biggest and best year yet for Team Hakim. It's not just a retreat; it's a celebration of our collective triumph!



General Help and Enquiries

If you have any special requirements or require further information before or during our Annual Retreat, please contact HGHQ as soon as possible and we'll do our best to help:

- **Julie Gooden**
07725 402 965
julie.gooden@hakimgroup.co.uk
 - **Hannah Park (Saturday)**
07722 029 014
hannah.park@hakimgroup.co.uk
 - **Dipesh Dhodakia**
07752 506335
dipesh.dhodakia@hakimgroup.co.uk
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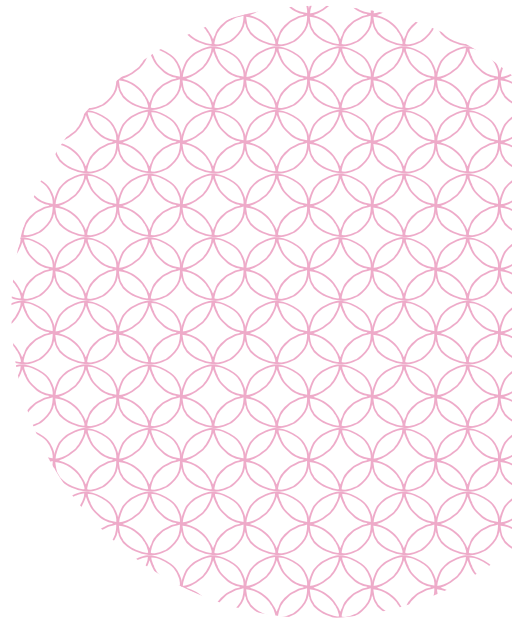
Spa and Beauty Treatments

Bookings will only be taken once the weekend is underway at the designated booking points. For any other information on spa or beauty treatments, please contact:

- **Cheryl Billings**
01254 708 422
cheryl.billings@hakimgroup.co.uk
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Hotel Information

Hotel details will be supplied directly to practices together with contact information once allocations are finalised.



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