



Enterprise

Futures 2014:

Inspiration | Collaboration | Opportunity

When: Thursday 29th May 2014

Where: Museum of Science and Industry (MOSI), Liverpool Road, Manchester

Who is it for: All Postgraduates (Taught and Research)



Introduction

The Universities of Salford, Manchester and Manchester Metropolitan would like to extend a warm welcome to all of our speakers and delegates, for attending our annual collaborative Enterprise Futures event. Now in its third year, Enterprise Futures is an innovative and exciting one day event focusing on what it means to be entrepreneurial and intrapreneurial.

This event is aimed at helping you to better understand how to develop your own enterprise and employability skills for successful career progression.

“I was pleased to hear of the launch by the universities of Manchester, Salford and Manchester Metropolitan of their new joint initiative to promote enterprise amongst your graduates and postgraduates.

The experience of enterprise in education is crucial to improving levels of enterprise ambition and helps to give people the knowledge and awareness of what it means to run a business and the skills they will need in order to pursue new opportunities. The collaborative venture through the North West universities is to be applauded and will further help to foster the spirit of growth and enterprise, which is so essential to the future prosperity of the country”.

RT Hon Vince Cable MP

The Founders

Enterprising postgraduates have the essential higher level knowledge and skills needed to make a significant contribution to the growth of the local, national and international economy. The global economic and social challenges we face, mean, that our world class postgraduates must have an entrepreneurial mindset and practice enterprising behaviours. In response to this, a small but dedicated team of specialists in enterprise education and careers from the Universities of Manchester, Manchester Metropolitan and Salford have created the third North West Enterprise Conference dedicated exclusively to postgraduate students. The Founders have worked collaboratively since September 2011 to bring the conference to life by designing workshops and specialist sessions that will equip the students with the ability to become enterprising. Postgraduate study enables students to gain a deep understanding of their subject. However, the catalyst for the conference was the recognised need for postgraduate students to gain enterprise knowledge, skills and experience, to enable them to be enterprising researchers and have enterprising careers. The founders have shared their extensive and specialist knowledge to create a bespoke programme focussed on the three signature themes of the conference; collaboration|inspiration|opportunity.

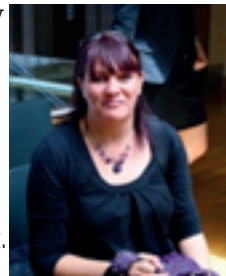
We look forward to working with you during the conference and participating in your development as an enterprising postgraduate.

Enjoy the day!

The Founders Team

University of Salford Jenny Warburton

Jenny started teaching Enterprise, Entrepreneurship and Employability skills to undergraduate students from various disciplines from Computer Science to Advertising Design and Animation being just a few back in 2005. Jenny passed with Distinction on the Master of Enterprise and Technology degree at Salford and gained her PG Certificate in Higher Education Practice and Research. She is currently looking at doing a Doctor of Education in relevance to the changing education in Physics and how Physics has now become a 'sexy' subject. Jenny has been involved in many projects including; Passport to Trade - development of a free online guide to business culture and etiquette; Development of a joint European Master of Enterprise degree programme; Creative Enterprise Futures Boot Camp - The theme of the boot camp was how creative industries impact on urban regeneration.



Tahira Majothi

Tahira joined the University of Salford in 2010, as a Careers consultant, having previously worked at Manchester Metropolitan University, Manchester Connexions, Touchstones Museum and Citizens Advice Bureaux. In her capacity as a Careers consultant, Tahira encourages students to explore career options, provides support with CVs, applications and recruitment processes.



Business partner to the College of Science and Technology at the University of Salford, Tahira closely liaises with academics and other colleagues within the Careers and Employability service to provide information, advice and guidance to students, graduates and postgraduates, to enable them to make informed decisions about how to make their future aspirations a reality.

Tahira has a joint honours BA (Hons) degree in English and Sociology and a Postgraduate Qualification in Careers Guidance (PG QCG), undertaken at Manchester Metropolitan University. In addition, she has undertaken the Postgraduate Certificate in Academic Practice (PGCAP) at the University of Salford and has a Fellowship of the Higher Education Academy (HEA).

University of Manchester

Jonathan Styles

Jonathan has been an enterprise lecturer at Manchester University since 2004. Since then he has gone on to head up The Master of Enterprise (MEnt) research degree programme which is considered to be one of the most innovative courses in enterprise offered in the UK. Apart from the MEnt, Jonathan is involved in teaching on numerous enterprise modules both at Undergraduate and Postgraduate level across the University Manchester as well as acting as a postgraduate supervisor within the Manchester University Business School. Jonathan has research interests in entrepreneurial development and mentoring, nascent entrepreneurial start-ups, as well as enterprise education. Jonathan has also been actively involved in the creation of a new Biotechnology company Alergenetica, based in Tenerife Spain.



Dr Robert A. Phillips

Robert holds an M.Sc. in Biotechnology from University College London, with a spell at GlaxoSmithKline R&D and a Ph.D. in Biochemistry from the University of Southampton from an industrial CASE studentship with Actinova. He completed a postdoctoral appointment at the National Institute for Medical Research; London studying fast protein-protein kinetics measured using biophysical methods. Robert runs the EPSRC funded Research to Enterprise program for Ph.D. students and research staff, an integrated university-wide programme of skills workshops, business mentoring, a popular annual event featuring well known entrepreneurs and an annual residential enterprise school. The program has to date involved thousands of participants and was one of the first of its type in the UK. He is involved with several biotech start-up companies including Alergenetica, an allergy vaccine R&D company based in Tenerife, Spain which has raised significant amounts of grant and venture capital finance.



Robert is also a regular writer on technology transfer issues and has written for a number of publications including national newspapers. His research interests include the areas of biotech start-ups and entrepreneurial intentions among scientific researchers. He has presented his work internationally at conferences including in the UK, USA, Korea, Brazil, Netherlands and Poland. He also teaches on several programmes within the University of Manchester from first year to postgraduate level and also mentors Ph.D and M.Sc. students.

Manchester Metropolitan University

Claire Giddens

Claire graduated from MMU with a BA (Hons) in Public Policy & Management and joined the university as a staff member in 2005. Claire's background has been focused on start up business and she spent 3 years working on the very successful New Entrepreneur Scholarship (NES) programme. The NES programme ran until 2008 and provided training, funding and business support for aspiring entrepreneurs from disadvantaged backgrounds. Claire was also a member of Innospace (MMU graduate incubator) management team from its initial inception until July 2009. She provided operational, administrative, marketing and recruitment support during her time working in the unit. Claire has also worked on a number of small HEFCE and ERDF projects focused on SMEs and Start up business.



Claire currently organises an annual rolling programme of inspiring workshops and activities on entrepreneurial learning to deliver the university wide ERDF funded Enterprise Champion project. The project focuses on developing enterprising and entrepreneurial students, graduates and alumni at MMU. As part of the project, Claire uses her knowledge and expertise to support and mentor people during the developmental pre-start stage of their business journey. In addition to her Enterprise related roles, Claire has worked as an associate lecturer within MMU's Business School.

Louise Kenworthy-Taylor

Louise started work at Manchester Metropolitan University in 2012 as the Incubation Services Manager after 5 years as Enterprise Champion at the University of Salford and a three-year freelance career in television. With this role, Louise is responsible for MMU's business start-up unit, Innospace which is due to move to better premise this week! Louise also encourages students and graduates to consider entrepreneurship as a new career option and ensures students and graduates gain enterprise and employability skills to help them create better futures. She organizes extracurricular and university wide enterprise activities and mentors many of the Innospace tenants and students.



She has won the Students in Free Enterprise National University Adviser of the Year award, highly commended Enterprise Champion at the National Enterprise Educators Awards and was one of 100 Salford women to be profiled in an exhibition.

Louise has a Masters in Television Production, CIM Professional Diploma in Marketing and will shortly have an ILM qualification and SFEDI Certificate in Business Support shortly.

Acknowledgements

Lauren Adams (University of Salford)
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Andy Clarke (University of Salford)

Clare Schofield (MMU)
Innospace (MMU)
Centre for Enterprise (MMU)
Laura Rimmer (MMU)
Research & Knowledge Exchange (MMU)

Welcome to the Museum of Science and Industry (MOSI)

MOSI has permanent galleries spread across five listed historic buildings and collections ranging from early textile machinery to modern X-ray equipment, there is a lot to see and learn in MOSI. Their latest gallery, Revolution Manchester, is an introductory mini-MOSI, focusing on achievements that made Manchester a world leader in science and technology.

MOSI's vision is to be internationally recognised for their creative exploration of how science, innovation and industry create and sustain modern society.

MOSI's mission is to explore where science met industry and the modern world began, and to understand the impact that Manchester science, technology and innovation continues to have on all our lives.

Please feel free to explore MOSI during the refreshment and lunch breaks throughout the conference.

Useful Information

Disabled access

A network of smooth paths link the five listed buildings on the Museum's historic site, to make access across the cobbles easier.

Wheelchair access is available to 98% of the Museum and we have a wheelchair loan service (£20 returnable deposit).

Accessible toilets are available in most of our buildings.

Collapsible seats are available for loan (small deposit required).

Lifts are available in all multi-level buildings.

Toilet Facilities

There are men's and lady's toilets in the open space on the first floor of Great Western Warehouse where the conference is being held.

Fire Evacuation

If during the event the fire alarm sounds, please ensure you exit the building via the nearest staircase. The evacuation of the building should be done quickly and safely. The assembly point is away from the building by the Crossley Engine - opposite Air and Space. No one is permitted to re-enter the building until the all clear signal has been given by the Duty Manager. Disabled guests will be assisted with evacuation if necessary.

Personal Belongings

All items are left at owner's own risk, and the Museum of Science and Industry and partner universities do not accept responsibility for loss or damage to items when left or unattended.

Guest Speakers

Simon Woodroffe OBE - Inspirational Speaker

www.yo.co.uk



Simon left school at the age of 16 and spent 30 years in the entertainment business designing and staging concerts for many artists including The Moody Blues, Madness, Rod Stewart, Stevie Wonder and George Michael.

In the 90s, Simon went into television spearheading the development of television deals to show huge international rock concerts worldwide, including Nelson Mandela and Amnesty International concerts and the Prince's Trust concerts.



In 1997, Simon founded YO! Sushi, a conveyor belt sushi bar. The concept turned eating into a complete entertainment experience featuring call buttons; robot drinks trolleys and Japanese TV. The first restaurant opened on London's Poland Street and became an overnight phenomenon. Today, YO! Sushi continues to expand both at home and abroad operating in 70 countries and serving over 5 million customers each year.

In 1999 Simon won the Ernst & Young Entrepreneur of the Year Award. In 2001 he was awarded the accolade of Best Venue at the Retailer of the Year Awards. In recognition for his contribution to hospitality, Simon was awarded an OBE in the Queen's Birthday Honours list 2006.

Simon was an original "Dragon" on BBC 2's worldwide hit programme Dragons' Den making (and breaking) the dreams of would-be entrepreneurs pitching business ideas for financing. Simon has also featured on numerous television shows including: Discovery TV's VIP Weekends with Ian Wright, ITV's Homes Property and ITV's The Millionaire's Club.

As a result of his entrepreneurial success, Simon has developed a strong reputation on the worldwide public speaking circuit. Simon speaks openly avoiding business cliché and audiences find his story extremely inspiring and a catalyst for their own endeavours, be they in a large corporate setting or working at a start-up level.

Simon continues to develop new YO! Brands. YOTEL, Simon's solution to boring and expensive hotels opened in 2007 and in Summer 2011 celebrated the launch of a 669 bedroom site in central New York. A 600 room YOTEL opens in Singapore in 2018. YO! Home: Simon's re-invention of the city apartment launched at London's 100% Design in 2012 and the first development is likely to launch in Manchester during 2015. YO! Zone: a spa concept is bubbling away in the future.

David Gibson OBE **Keynote Speaker**

David is a highly successful entrepreneur and educator who has run and founded 20 companies and become a world leader in enterprise education helping institutions and students achieve success by developing enterprise skills and seizing opportunities to exploit research and educational innovations on an international basis.



Originally an Accountant and small business owner, he is best known for his outstanding success in enterprise education where he led Queens University Belfast to the Times Higher Award of "UK Entrepreneurial University of the Year 2009". He has won 15 further awards, 2 two further Times Higher Awards including one for the best support programme for researchers awarded by Vitae. In 2011 he was awarded the "Most Innovative Educator in the UK" award from the Higher Education Academy and was named the number one enterprise educator in the world. In 2012 he was awarded the OBE - the first ever for enterprise education.

At present he is Visiting Professor of Entrepreneurship at the University of Sunderland, Visiting Professor of Innovation and Enterprise Education at the University of Derby and works on an international basis with individuals and institutions to exploit their innovative capacity. He is the best-selling author of "The E-Factor" and "The Streetwise Guide to Starting Your Own Business". His new book "Postgraduate Research into Enterprise" is published today!

Olivia Stefanino **Keynote Speaker**

Olivia is the creator of the new "Praise" business success system and author of the internationally acclaimed management book, "Be Your Own Guru - personal and business enlightenment in just 3 days!" As well as running leadership and sales motivation programmes to organisations around the country under the "Be Your Own Guru" umbrella, Olivia has also worked with a wide variety of clients - helping them with the sales, marketing and promotional activities.



A former journalist and editor of two business magazines in the 1990s - during which time she interviewed such visionaries as Sir Richard Branson - Olivia was able to witness first hand why some businesses thrived while others withered. She has also been interviewed on more than 80 radio programmes, featured in "The Guardian", the "Financial Times", "Red", "Natural Health" and "Yoga Magazine" - and continues to be a regular contributor to a number of on and offline publications around the world.

Alistair Macdonald **The Event Host & Workshop Facilitator**

Alistair is unashamedly a poacher turned gamekeeper. For more than 20 years he has passionately promoted better communication skills in business after a first career as a broadcaster. He has trained directors and senior management from 27 countries on five continents. Alistair's entire working life has been devoted to good communication. He was an award-winning BBC TV reporter and producer with extensive experience in UK and overseas before setting up his specialist training company. After standing in front of television and conference audiences for more than 25 years he now passes on the secrets of successful presentations to directors in the private, public, charitable and voluntary sectors. Alistair is an informative and entertaining speaker who has enthralled audiences up to 1,000-strong. He was a founder of the Professional Speaking Association in the North West. Alistair's passion is mountains and exploration. He has taken tea with Tuareg tribesmen beyond Timbuktu, tangled with Tibetan bandits in Nepal and swum in piranha-infested swamps deep in the Amazon jungle. He's also climbed to over 23,000ft on Mt Everest.



Fiona Christie **Workshop Facilitator**

Fiona is a careers consultant and educator with experience of working with thousands of individuals mainly in higher education, but also in secondary and further education. She has wide-ranging expertise of coaching, guidance, writing, teaching and training and has held specialist responsibility for researcher and postgraduate career development. She is also a PhD student, researching higher education with interests in professionalism, employability, social mobility and career development.



Durham Grigg **Workshop Facilitator**

Consulting Intellectual Property Specialist. Post-graduate specialist Negotiator and Mediator. 30 plus years' experience in practice, in Australia and the UK. Extensive international IP and technology law transactional and contentious work with clients ranging from micro-start - ups to major global corporations across a broad range of industry sectors including, defence, banking, insurance, media and broadcasting, creative and performing arts, water, waste and environment, energy, biotechnology/pharma and transport.



Legal practice admission and rights in both Australia and the UK/EU and active provision of business IP Asset management. Current focus on IP Management & Exploitation support including, Negotiation of IP elements in national and international legal commercial transactions, Mediation of IP disputes, and the evaluation and Valuation of corporate and public sector body Intellectual Property assets.

Maggie Ford
Workshop Facilitator

Maggie was trained at RADA and spent many years as an actor working in theatre and television. She then concentrated on directing and did several episodes of East Enders, Doctors as well as writing and directing her own film and theatre productions. She has also taught and directed in several major drama schools. Her Speaking and Presentation Skills has led her to working with a wide variety of clients including Lincolnshire County Council Tourism, major firms of solicitors and in the last 2 years, extensive work with PhD graduates at the University of Manchester.



Nickala Torkington
Workshop Facilitator

Nickala has over 12 years experience of Social Enterprise having designed, resourced and operationally delivered social enterprises including cafes, an incubation hub and community facility, plus a health spa and a wellbeing centre.

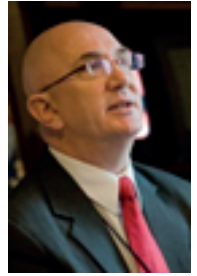
Working with UnLtd she has coached, trained and supported over 500 social entrepreneurs and change makers across a broad range of sectors from concept design through to resourcing start up, as well as developing established social enterprises to scale up and replicate. Her current role at UnLtd involves engaging with the HE sector to capacity build institutions, to become hubs where social entrepreneurs can thrive.



She has several years experience working in a consultancy capacity, providing specialist support to established social enterprises, as well as enabling Health Authorities, Mental Health Trusts and educational institutions and has sat on the board of a range of organisations supporting and empowering people to develop themselves.

Simon Brown **Q&A Panel & Competition Judge**

For 15 years Simon worked to establish Sheffield Hallam University as the leading institution in the country, with an international reputation in graduate employability. In 2005 Simon established their prestigious Centre for Excellence in Teaching and Learning (CETL) for Embedding, Integrating and Enhancing Employability.



In 2005 Simon was elected to the board of UKSEC and has been central to the transformation to Enterprise Educators UK - the national network for enterprise educators which he was the Chair of in 2009/10. In this role Simon has represented the UK's Enterprise Educators on National committees and internationally and advised on enterprise and entrepreneurship education.

In February 2009 Simon joined Southampton Solent University as the Director of the reformed Southampton Business School where he applied his energy to enhancing graduate employability and developing enterprise and entrepreneurship. He has recently established himself as an independent consultant, is an Entrepreneur in Residence and Visiting Professor at Plymouth University and is Head of Enterprise Development at NCEE, where he works to transform the teaching of enterprise and entrepreneurship within Universities in the UK and internationally.

Martin Henery **Q&A Panel**

For the last 12 years Martin has worked in the Manchester Enterprise Centre (MEC) based in MBS at the University of Manchester. He is currently a lecturer responsible for a range of UG and PG units mixing the theoretical with the practical aimed at preparing students 'for enterprise and entrepreneurship'. Martin is also the Venture Competition Director which comprises an ideas competition and a business start-up competition, runs the business validation component of the Tier 1 Graduate Entrepreneur scheme, and is one of the University of Manchester's Social Enterprise Champions. He is also a judge/evaluator on both Poly U's Global Innovation competition and on the Sirius Programme.



Madeleine Jarvis **Q&A Panel**

Madeleine is a Principal Lecturer in Management and Senior Teaching & Learning Fellow at Manchester Metropolitan University's Faculty of Business & Law. Madeleine has a commercial background having worked in marketing, projects management and recruitment prior to starting university. She graduated from MMU with a First in BA (Hons) prize in Summer 2007. Madeleine then became one of the first tenants of Innospace and established herself as a freelance marketer. After a number of months, she combined forces with a fellow Innospace tenant and launched an organisational development consultancy. Whilst working with many businesses in this context, Madeleine's interest in small business growth and employment relationships grew. In 2009, she returned to academia in order to research this further. She successfully gained a Distinction in her Masters of Research and is now close to completion of her PhD.



Madeleine has trained and taught enterprise in various guises over the past five years - from delivering on undergraduate courses to mentoring individual entrepreneurs and conducting action research projects in growing businesses.

Fiona Godsman **Q&A Panel**

Fiona is CEO of the Scottish Institute for Enterprise (SIE), the national organisation for promoting and supporting enterprise and entrepreneurship in Scotland's universities and colleges. She serves on a number of committees related to enterprise and entrepreneurship education, including Enterprise Educators UK.



Prior to her role at SIE, Fiona founded a life sciences marketing consultancy, utilising her sales, marketing and business development experience in the pharmaceutical and biotechnology industries. Fiona has held senior global positions in both small and large organisations, including Roche, Q-One Biotech, BioReliance and Invitrogen. She also has several years of research and laboratory experience, in both the NHS and in academia. Fiona was a founding member of Nexxus, the Scottish bioscience network, headed up the organisation during its expansion, and served as vice chair on the steering committee. She also served on the Bioindustry Association steering group in Scotland for eight years.

Richard Bostock

Competition Judge

Richard Bostock is a freelance consultant specialising in strategy development, business start-ups and growth and using innovation to promote change. He is a director of a small chemical company and advises several boards including social enterprises. He is also involved in overseas development work providing training to help build capacity and capability in emerging economies. Richard has been involved with the Enterprise Academy at Salford from the beginning and is a Business Advisor to the Salford Enactus team.



He works with many entrepreneurs and has helped set up a number of successful businesses and has advised on the development of many more.

Andrew Baird

Competition Judge

Andrew is a Senior Lecturer in the department of Business and Management in the Faculty of MMU Cheshire. He is Programme Leader for Enterprise and Sports Management within the curriculum and works collaboratively on a number of projects with MMU's incubation facility, Innospace and the Centre for Enterprise. He is heavily networked within the social enterprise community and runs the HEFCE UnLtd HEI partnership at MMU, which awards staff and students with grants for social enterprise projects. This project has awarded 20 individuals and raised awareness amongst the MMU community. He is also an experienced mentor and champion of social enterprise for UnLtd.



Adrian Ashton

Competition Judge

Adrian has worked with undergraduates, graduates and staff within various universities in England, supporting them to explore, develop and grow new enterprises of various kinds. As a Business Studies graduate himself, and with a wide range of first-hand experience of different industries and marketplaces, he is able to easily relate the practicalities and realities of enterprise start-up and growth to people in a higher education context.



Nationally reputed as having expertise around social enterprise, business start-up and financing, he is accredited to various national standards relating to business support.

Presentation Outlines

Keynote Speakers:

David Gibson OBE **Research into Enterprise**

David's talk will focus on helping postgraduate students become more enterprising, as well as developing their capacity to exploit their research to create maximum opportunity for their institution and for their own career. Based on his award winning work with Postgraduates, he will show the skills and capabilities Postgraduates need to develop to be capable of creating impact with their research and the wide range of opportunities available to them either separately or alongside an academic career. A model will be outlined that has produced outstanding research impact results and allows Postgraduate students to take ownership of their research and the opportunities it presents.

Olivia Stefanino **Business Diagnostic Toolkit - PRAISE**

Olivia's talk will focus on the PRAISE System which is based on the six elements that have been proven to create measurable results on the bottom line. Those elements are: Profits | Relationships | Audience | Interactivity | Sales | (Customer) Experience (www.thepraisesystem.com)

Workshop Outlines:

Fiona Christie **Personal Branding**

How do you stand out from the crowd in a competitive job market? Personal branding can help. It links your passions, talents, values and key personal attributes in order to help you find the real YOU. It has emerged as a new approach to career development and provides a framework to develop a strong and authentic personal and professional profile which can contribute to securing career success and fulfilment. Come along to this session to find out more about how the personal branding process works.

Durham Grigg **How to Protect your Intellectual Property Rights**

This presentation will introduce you to the core forms of registered and unregistered Intellectual Property that exist nationally and globally, and will provide you with a preliminary exposure and understanding of how they can be successfully captured, cared for and commercialised by you in your new business enterprise, integrating them (and their management) with each of your other business strategies and policies.

Maggie Ford

Do you want to present YOU - your business with clarity and confidence?

This seminar will address issues concerning confidence when presenting, being easily heard and understood and tips to engage your audience - whether in a boardroom, at an interview or presenting your business at a Network event.

Alistair Macdonald

Have I Got News for You! How to Make the Most of the Media

10mins: Overview of the Media

5mins: Role of Facebook and Twitter...and their pitfalls.

5mins: Top 10 Tips for Media Interviews

Remaining time: Quick interviews and feedback for those who would like to give it a try.

Social Innovation, Leadership and Entrepreneurship

Nickala Torkington

Social Innovation, Leadership and Entrepreneurship

Come and be inspired by peers and colleagues from across the city and find out how to use your skills, experience and passions to make a difference to your community or society at large.

Find out - What is a social entrepreneur and what are some of the different routes to using social entrepreneurship to create positive social change? How and why do social entrepreneurs and leaders do what they do? Reflect on your own passions and capacity to make a difference.

Exhibition Stands

There are a variety of exhibition stands at the event from all of the partner institutions and external organisations. Please feel free to visit the stands during the refreshment and lunch breaks.

Business Pitch Competition

If you are interested in pitching a business idea or a current business project to a panel of judges to win some fantastic prizes, you must complete a short registration form outlining your idea, which is available until 10.30am at the reception desk.

Ideas will then be shortlisted and you will be notified of your timeslot, if successful. Please arrive 5 minutes before your allocated timeslot.

Each pitch should last 5 minutes and cover the following areas, description of business or business idea, finances, and marketing/strategy. After the presentation is delivered, there will be a 5 minute question and answer session.

What are the prizes?

There will be three prizes on offer:

- 1st Prize: £100
- 2nd Prize: £50
- 3rd Prize: £25

Prizes will be in the form of vouchers.

Winners will also receive the following support to develop their business:

1. 6 months' rent free at MMU's incubation space, Innospace (www.innospace.co.uk)
2. Mentoring support from all of the institutions
3. A place on the Business Start Up Boot Camp at MMU on 6th-7th June
4. Publicity and promotional support from all three institutions

Enterprise Futures: Inspiration | Collaboration | Opportunity
Date: Thursday 29th May 2014. Venue: Museum of Science & Industry (MOSI).

Audience: University of Salford, University of Manchester and Manchester Metropolitan University Research and Taught Postgraduates.

Time					
9.15 - 10.00	Registration Issuing badges and packs				
10.00 - 10.20	Welcome Address Alistair Macdonald				
10.20 - 11.20	Housekeeping and event outline Keynote Speaker David Gibson OBE – Research to Enterprise				
11.20 – 11.50	Q&A with Graduate Entrepreneurs				
11.50 – 12.50	Lunch and Networking Time to have a look around the museum and visit the exhibition stands				
1.00 – 2.00: Parallel Sessions:	1) Personal Branding Fiona Christie (University of Salford)	2) How to protect your Intellectual Property Rights Durham Grigg (IP Works)	3) Do you want to present YOU - your business with clarity and confidence? Maggie Ford (Spring Rites Productions)	4) Have I Got News for You! How to Make the Most of the Media Alistair Macdonald (amtv)	5) Social Innovation, Leadership and Entrepreneurship Nickala Torkington (UnLtd)
2.00 – 3.00	Q&A Panel “Enhancing and Supporting Postgraduate Enterprise” Martin Henry (University of Manchester) Simon Brown (NCEE) Madeleine Jarvis (Manchester Metropolitan University) Fiona Godsman (EEUK)				
3.00 – 3.45	Keynote Speaker Olivia Stefanino - Business Diagnostic Toolkit – PRAISE				
3.55 – 4.55	Inspirational Speaker Simon Woodroffe OBE – YO! Company				
4.55 – 5.10	Closing Comments Alistair Macdonald				
5.15 – 6.15	Networking				

