



OUTLINE PROGRAMME

2nd INTERNATIONAL ENTERPRISE PROMOTION CONVENTION

8-10 November 2010, Harrogate, UK
www.enterprisepromotion.org

Promoting best practice and innovation in the creation and support of small businesses world-wide – including:

- * Inspiring enterprise in young people
- * Inclusion of under-represented communities
- * Social networking for business growth
- * New approaches to inspiring business start-ups
- * Identifying and promoting growth and innovation
- * New tools and techniques for business support

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www.cobwebinfo.com



www.thecommonwealth.org



www.enterpriseuk.org



www.enterprise.ac.uk



www.ifa.org.uk



www.ibconsulting.org.uk



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www.shell-livewire.org



www.ukspa.org.uk



www.wasmeinfo.org



www.young-enterprise.org.uk



Mark Prisk MP

BIS | Department for Business
Innovation & Skills
www.bis.gov.uk

WELCOME MESSAGES

UK Government – Mark Prisk MP, Minister of State for Business and Enterprise

The first priority of this Government is to transform our economy and reduce our deficit. Private enterprise is key to our strategy for economic growth, and therefore helping new businesses to start and grow is vital in the coming years.

This Government wants to light the fires of enterprise in every corner of our country and make the next decade the most entrepreneurial and dynamic in Britain's history.

To encourage growth and ensure businesses receive the support they need we will tackle issues such as the availability of finance; promoting a positive business environment, including reducing the burden of regulation; the modernisation of business support; and encouraging an entrepreneurial culture.

This Convention can help business creation and support organisations to share best practice and innovation in promoting and supporting enterprise. I would like to wish this event every success.



Sue Hayes



www.santander.co.uk

Sponsor – Sue Hayes, Managing Director, Santander Business Banking

Santander Business Banking is delighted to be supporting the 2nd International Enterprise Promotion Convention (IEPC). This is a unique event in that it brings together many of the organisations in the UK and internationally that recognise the importance of promoting and supporting the growth of small and medium enterprises.

Santander is a challenger in the business banking market and is committed to helping businesses in the UK. We have increased our lending to small and medium sized businesses by 20% in the first half of 2010 and continue to offer fee free banking for life to the majority of our customers.

We are also helping customers both with our asset and liability range of products and we believe that in difficult times it is imperative for businesses to make the most of whatever they have.

We are delighted to support the IEPC and the government, in their efforts to support businesses and the economy.



David Irwin



www.irvingrayson.com

Chairman – David Irwin, Partner, Irwin Grayson Associates (QAEP 2009)

former Chief Executive, DTI Small Business Service 2000-2002.

New and growing businesses are vital to economic growth and innovation. Many people round the world are engaged in promoting enterprise and assisting entrepreneurs to start and grow – and we could all learn much more effectively from each other's success, if only we shared it. At a time when economies are struggling, it is vital to support new and growing businesses - because it is new businesses that create the most jobs and it is only by creating more businesses that governments will be able to increase their tax revenues if they are not to hurt existing tax payers too much.

The first International Enterprise Promotion Convention lived up to its objective to provide a forum where practitioners could share lessons from their own work and seek new ideas from their peers. I do hope that you will join us at the second convention – so that we can share more suggestions and take away more new ideas – and then go back refreshed and reinvigorated to assist many more people to start in business successfully. I greatly look forward to welcoming you personally to Harrogate.

Organiser – Brian L Dunsby, Principal, Perlex Associates (QAEP 2008)

former Chief Executive, Institute of Business Advisers 1992-2000

former Organiser Institute of Small Business & Entrepreneurship Conferences 2004-2008

Do you promote enterprise or support entrepreneurs as they struggle to survive and thrive? If so, please come and tell others about your own programmes and achievements in this crucial role. This Convention will showcase best practice and innovation in the creation and support of small businesses world-wide and it will be valuable CPD for all professional practitioners in this field.

This is a unique opportunity for all business advisers, coaches, consultants, counsellors, educators, facilitators, financiers, mentors, networkers, teachers and trainers to promote their own successes and to network with like-minded specialists in enterprise creation and development from all around the world.

This Convention also provides an opportunity for many overseas delegates to exchange experiences and learn about best practices in enterprise promotion in other countries. Reduced registration fees are offered for delegates from developing economies. I invite all who promote enterprise to come and experience Harrogate.



Brian Dunsby



KEY FACTS

- When?** Opening 11.00 Monday 8th November. Closing 13.00 Wednesday 10th November 2010.
- Where?** Harrogate International Centre, Harrogate, North Yorkshire UK. (HG1 5LA).
- Why?** To promote best practice and innovation in the creation and support of small businesses world-wide.
- For Whom?** All who specialise in helping individuals to start their own business, guiding them through the initial development phase to a secure trading position in their own country and onward into the global market place.

OUTLINE PROGRAMME

Monday 8th November		Tuesday 9th November		Wednesday 10th November	
09.00	Convention Check-in opens	08.00	Check-in open Enterprise Expo open	08.00	Check-in open Enterprise Expo open
09.00-12.00	Enterprise Expo setting-up – in Hall D	09.00-10.30	Parallel Session 3 Workshop Presentations	09.00-10.30	Parallel Session 6 Workshop Presentations
09.00-11.00	Internet Cafe & Shop available on Level 5	10.30-11.00	Refreshment break Enterprise Expo open	10.30-11.00	Refreshment break Enterprise Expo closes
11.00-12.30	OPENING PLENARY A Enterprise Support Policy vs practice	11.00-12.30	Parallel Session 4 Workshop Presentations	11.00-12.30	CLOSING PLENARY C Enterprising Inspiration for Youth
12.30-14.00	Buffet Lunch Enterprise Expo opens	12.30-14.00	Buffet Lunch Enterprise Expo open	12.30-13.00	Convention closes Packed lunches to go
14.00-15.30	Parallel Session 1 Workshop Presentations	14.00-15.30	PLENARY SESSION B Entrepreneurship Education Policy vs Practice	OPTIONAL AFTERNOON TOURS (pre-booking required on-line) a. International Business School b. International Boarding School c. Sixth Form College High School	
15.30-16.00	Refreshment break Enterprise Expo open	15.30-16.00	Refreshment break Enterprise Expo open		
16.00-17.30	Parallel Session 2 Workshop Presentations	16.00-17.30	Parallel Session 5 Workshop Presentations	NETWORKING The programme allows plenty of time for networking. The venue has many comfortable seating areas for both one-to-one and group discussions. Potential delegates are invited to join the Enterprise Promotion Groups on LinkedIn, Twitter, Facebook and social networks to make contact with other delegates before and after the Convention.	
17.30-18.30	Networking & Internet Café Check-in closes 18.30	17.30-18.30	Networking & Internet Café Check-in closes 18.30		
18.30-20.30	International Welcome Reception & Buffet Royal Hall	17:30-19.00	GROUP NIGHT OUT Cash bar open HIC Level 5		
		19.00-late	GROUP'S OWN NIGHT OUT in several local Hotels		



ENTERPRISE EXPO

A display of publications, software, training programmes, financial and other consultancy services for small business support organisations and business-to-business networking groups will be open from 12.30 Mon 8th until 11.00 Wed 10th November in Hall D and Queen's Suite Foyer.



PLENARY SESSIONS – Topics & Speakers

Monday, 8th November 2010 – 11.00-12.30

PLENARY A

ENTERPRISE SUPPORT POLICY vs PRACTICE

Too often policy makers complain that they do not know enough about what works and practitioners complain that policy inhibits their freedom to deliver what works. This session provides an opportunity for practitioners to explain what policy makers need to do next.

Chair: David Irwin, Partner, Irwin Grayson Associates (QAEP 2009)
Barry Naisbitt, Chief Economist, Santander UK.
Kevin Horne, Chief Executive, NWES & Leader “Lowestoft Most Enterprising Place 2009/10”
Doug Scott, Chairman, NFEA; Chief Executive, TEDCO (QAEP 2010) and
George Derbyshire, Chief Executive, National Federation of Enterprise Agencies
Leigh Sear, Chief Executive, SFEDI Solutions and
Nat Hardwick, Chief Executive, Institute of Enterprise & Entrepreneurs
Alhaji Babale Umaru Girei, President, WASME, World Association of SMEs, India



David Irwin



Kevin Horne



Nat Hardwick



Barry Naisbitt



Doug Scott



Alhaji Babale
Umaru Girei



www.santander.co.uk



www.nfea.com



www.ioee.co.uk



www.wasmeinfo.org

Tuesday, 9th November 2010 – 14.00-15.30

PLENARY B

ENTREPRENEURSHIP EDUCATION POLICY vs PRACTICE

Enterprise and entrepreneurship education must be relevant for students who are interested in start-up, students who can benefit from developing enterprise skills and also students who want insight into the latest research. Achieving all three is no easy task. The speakers will explore a number of issues relevant to this challenge.

Chair: Prof Andy Penaluna, Chairman, EEUK; Prof. of Creative Entrepreneurship, SMU
Prof John Thompson, The Business School, University of Huddersfield (QAEP 2009)
Prof. Alan Barrell, Centre for Entrepreneurial Learning, University of Cambridge (QAEP 2005)
Victoria Lennox, Founder, NACUE, National Consortium of University Entrepreneurs
Charles P Skene, Serial Entrepreneur; Visiting Professor, Robert Gordon University (QAEP 2005)
Dr Pradeep Wagh, Secretary General, Development Education International Society, India



Prof
Andy Penaluna



Prof Alan Barrell



Charles Skene



Prof John Thompson



Victoria Lennox



Dr Pradeep Wagh



www.enterpriseuk.org



www.nacue.com



www.hud.ac.uk

Wednesday, 10th November 2010 – 11.00-12.30

PLENARY C

ENTERPRISING INSPIRATION FOR YOUTH – making an enterprise your living

Does the current enterprise and entrepreneurship promotion policy really inspire and meet the ever-changing needs and expectations of our young people? This session will present a number of successful initiatives that have worked well – as evidenced by several Young Entrepreneurs who have made a success of starting up their own businesses.

Chair: John May, Chief Executive, Young Enterprise UK (QAEP 2008)
Janet Brumby, Senior Team Manager, Young Enterprise Yorkshire & Humber (QAEP 2006)
Jane Walton, Policy Director, Young People's Enterprise Forum, Yorkshire
David Kilburn, YEYH Volunteer Board Chairman; Chief Executive, MKM Building Supplies
plus a panel of successful young entrepreneurs including:
Sean Scott, Dave Garbera, Stephanie Kyle, Stuart Powell & Julia Thompson



John May



Janet Brumby



Jane Walton



David Kilburn



www.young-enterprise.org.uk



www.enterprisingyorkshire.co.uk

WORKSHOP TOPICS & TEAMS (For speakers click on www.enterprisepromotion.org/presentations)



David Brooksbank



Gary McEwan (QAEP 2005)

A - Advancing entrepreneurship education – inspiring young people

- A1 Graduate entrepreneurship and enterprise education policy and strategy
- A2 Enterprise education in schools – case studies and model programmes
- A3 Enterprise education methods and experiential learning – case studies
- A4 Business games and enterprise simulations for schools and colleges
- A5 Enterprise education and training in developing economies
- A6 International youth enterprise case studies and knowledge transfer

Track Partners: Enterprise Educators UK and Shell LiveWIRE

Facilitator: David Brooksbank, Director of Enterprise, Cardiff School of Management, UWIC

Facilitator: Gary McEwan, Chief Executive, Enterprise North East Trust



George Derbyshire



Terry Owens (QAEP 2007)

B - Business creation and development – stimulating start-ups

- B1 Business birth-rate strategy as part of economic development policy
- B2 Stimulating start-ups and helping unemployed to become self-employed
- B3 Creating and supporting micro-businesses in developing economies
- B4 Business, incubation & innovation centres, science parks & technology clusters
- B5 Business angels and venture capital funds for business start-up and growth
- B6 Micro-finance and other novel financial initiatives in developing businesses

Track Partners: A4e Education & Enterprise and UKSPA UK Science Park Association

Facilitator: George Derbyshire, Chief Executive, National Federation of Enterprise Agencies

Facilitator: Terry Owens, Strategic Sales Director for Enterprise, A4e Education & Enterprise



Robert Ashton



Caroline Theobald (QAEP 2007)

C - Community groups and social enterprises – inspiring social benefits

- C1 Social and community enterprise development and funding options
- C2 Encouraging enterprise in rural communities and remote regions
- C3 Ethnic and minority enterprise development + benefits of global linkages
- C4 Cultural and creative industries – developing personal skills into businesses
- C5 Encouraging enterprise amongst mature entrepreneurs – male and female
- C6 Women's entrepreneurship development – gender and family-life issues

Track Partners: Prime and Prowess

Facilitator: Robert Ashton, Author of 'How to be a Social Entrepreneur', robertashton.co.uk

Facilitator: Caroline Theobald, Managing Director, Bridge Club Ltd



Rory MccGwire



Zulf Ali (QAEP 2008)

E - E-business, e-learning, e-marketing – and now social networking

- E1 Transition to a knowledge-based economy – best practices in ICT
- E2 E-business development and implementation in a global economy
- E3 Website design, content, marketing and search engine optimisation
- E4 E-learning, podcasting, technology transfer and digital support networks
- E5 Social networking for small businesses – meeting, facing, linking & twittering
- E6 Innovations in small business customer relations and accounting systems

Track Partners: Cobweb and BHP Solutions

Facilitator: Rory MccGwire, Chief Executive, BHP Information Solutions Ltd, Bristol

Facilitator: Zulf Ali, Managing Director, Zentek Solutions Ltd



Graham Hales



Ken Nelson (QAEP 2010)

M - Management and business development for global growth

- M1 Critical factors, models and HR strategies for success – case studies
- M2 Marketing methods for small businesses – plus branding, image and PR
- M3 Small business globalisation issues and export promotion programmes
- M4 Training of entrepreneurs and small business owners and managers
- M5 Intellectual property protection and technology commercialisation
- M6 Knowledge transfer partnerships and corporate spin-out processes

Track Partners: Institute of Business Consulting and Chartered Institute of Marketing

Facilitator: Graham Hales, Yorkshire Regional Chair, Institute of Business Consulting

Facilitator: Ken Nelson, Chairman, Enterprise NI; CEO LEDCOM, NI



Tony Robinson



Paul Davidson (QAEP 2010)

S - Supporting small business development – new tools and techniques

- S1 National and regional programmes of entrepreneurship support
- S2 Innovations in small business support policies and procurement schemes
- S3 Small business management development, mentoring and coaching
- S4 Accreditation and impact assessment for business support organisations
- S5 Entrepreneurship and SME development in developing economies
- S6 International aid agencies supporting development of entrepreneurship

Track Partners: SFEDI and Commonwealth Secretariat

Facilitator: Tony Robinson OBE, Founder & Executive Director, SFEDI

Facilitator: Paul Davidson, Chief Executive, Bolton Business Ventures





Sylvia Solf, IFC, World Bank speaking at IEPC2009

WHO SHOULD ATTEND?

This Convention is being organised on a low-cost not-for-profit basis so that as many SME specialists and support organisations as possible can attend from both the UK and overseas including for example:

- Business Advisers, Brokers, Coaches, Consultants, Counsellors, Facilitators & Mentors;
- Enterprise Agencies; Incubation & Innovation Centres; Science Parks; Support Organisations;
- Entrepreneurship Educators, Teachers & Trainers; Qualifying Bodies; Professional Institutes;
- Financiers & Venture Capitalists; Government SME-Policy Makers; Development Agencies;
- SME Support Organisations; Trade Associations; Chambers of Trade & Commerce, etc.

Facilities will be available for each special interest group to have their own Plenary and Workshop Sessions plus appropriate evening social events within the overall programme.

WHY SHOULD YOU ATTEND?

An ideal opportunity to learn about best practice in enterprise promotion + valuable CPD:

- Interact with practitioners, policy-makers, entrepreneurs and advisers
- Share best practice in business creation and support services
- Hear from successful enterprise promotion programmes world-wide
- Exchange experience in entrepreneurship education & training
- Debate new approaches to small business development
- Consider applications & policy implications of many innovations
- Develop existing networks and establish new working relationships



Some of the IEPC Delegates at the 2009 International Welcome Reception



The Royal Hall

WELCOME RECEPTION Monday 8th November 18.30-20.30

The Welcome Reception and Finger Buffet in the famous Royal Hall. The breathtaking design is derived from the great ballrooms of imperial Europe combined with British theatrical elements. The richly detailed architecture and excellent acoustics make it ideal for all manner of events.

Re-opened in April 2008 after a comprehensive restoration, the Royal Hall is the jewel in Harrogate's crown. Visit www.royalhalla.co.uk and see the pictures of the magnificent interior of this building – it is an experience you cannot miss!

FREE to registered delegates but places must be pre-booked either on-line or by e-mail.

GROUP NIGHT OUT Tuesday 9th November

Some of the supporting organisations will be arranging optional activities for their existing and potential members. For booking arrangements see www.enterprisepromotion.org/groupnight.htm. This will offer several options for delegates to network with other delegates and members of the various organisations.

For those wishing to make up their own informal groups to go out for dinner, you can download a full list of Restaurants in Harrogate from our www.enterprisepromotion.org/groupnight.htm then click on Restaurants in Harrogate.

Sparkling Starters at Revolution Vodka Bar 18.00-20.30

SFEDI invite all delegates to the Revolution Vodka Bar, Montpelier Gardens diagonally opposite the Royal Hall. Canapés will be served throughout the evening and guests will be offered a complimentary glass of sparkling wine or an alcohol free drink on arrival. Including SFEDI Hall of Fame with past SFEDI awards winners.



www.sfedi.co.uk

The flavour of marketing a national brand. Case Study: Seabrook Crisps HIC 18.00-20.00

The Chartered Institute of Marketing are hosting a CPD event; CIM members and non-members are welcome. It will be held in the HIC Conference Suite featuring John Tague, Managing Director of Seabrook Crisps. Free for CIM members - £25 for guests.



www.cim.co.uk

IBC Gala Dinner at Majestic Hotel 19.00 for 19.30

The Yorkshire & Humber Region of the Institute of Business Consulting invite delegates to attend their Gala Dinner with reception drinks and networking, followed by a three-course dinner with guest speaker. This is an excellent opportunity to network with entrepreneurs from around the UK and overseas in a social and friendly atmosphere. IBC Members £25 Non-members £30. Places limited so please book in advance.



www.ibconsulting.org.uk

Queen's Awards Holders' VIP Dinner 19.00 for 19.30

Holder of the Queen's Award for Enterprise Promotion and our Major Sponsors are invited to a private dinner at the Holiday Inn. E-mail gaep@enterprisepromotion.org for more information.



www.queensawards.org.uk

LOCATION

Harrogate is centrally located in the UK midway between London and Edinburgh with good transport connections. Leeds/Bradford, Doncaster and Manchester international airports are within driving distance with good rail connections.

There are excellent motorway links and good train connections to Harrogate from all over the UK via Leeds or York. See www.enterprisepromotion.org/travel.htm

With its characteristic architecture, grand boulevards, enticing shopping parades, top quality restaurants and immaculately maintained green spaces, Harrogate presents a stylish elegant place to visit.

Close to the Centre is the beautiful Valley Gardens and the world-renowned Royal Horticultural Society Garden Harlow Carr is a short drive away. There is so much more within easy reach – the metropolis of Leeds with its premium shopping and exciting social scene, the historic city of York, Harewood House, Fountains Abbey, Ripley Castle, horse racing and golf – these are all a short drive or bus ride away.



Harrogate Town Centre



Harrogate International Centre Auditorium

VENUE

The Convention will be held at the prestigious Harrogate International Centre (HIC) utilising the main 2,000 seat Auditorium for Plenary Sessions, the Queen's Suite for Workshops and Hall D for the Enterprise Expo, lunches and refreshments breaks. See www.harrogateinternationalcentre.co.uk

The Queen's Suite is one of the latest additions to the Centre, providing premium quality facilities including a spacious foyer. This area will be sub-divided into six individual and acoustically secure breakout rooms for the parallel Workshops.

An Internet Cafe will be available on Level 5 for FREE use by delegates for limited periods. There will also be a FREE wi-fi connection in Hall D for delegates with their own laptops - plus ample space for relaxing and networking with other delegates.

ACCOMMODATION

Harrogate is an attractive 'green' town that welcomes many business and leisure visitors all the year round. There are more than 2,000 beds available for visitors to Harrogate – with more than 1,000 of them within an easy walking distance of the Convention venue, the Harrogate International Centre or HIC.

The Convention Organisers have secured allocations of rooms at discounted rates for registered delegates in three different types of accommodation, from hotels large and small to guest houses and self-catering apartments.

Full details of all accommodation in each category can be found via the Convention web site, but bookings at the discounted rates for Convention Delegates can only be made by quoting a password that will be provided when registration has been completed.



Holiday Inn



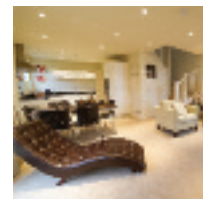
Alexa House



Majestic Hotel



Alvera Court



S/C Apartment

CONVENTION ORGANISATION

The Convention is organised by the International Association for Enterprise Promotion Ltd., comprising David Irwin (Chairman), Beryl Dunsby (Company Secretary), George Derbyshire, Brian Dunsby & Tony Robinson (Directors).

The inaugural International Enterprise Promotion Convention last year demonstrated the demand for an event which brings together a host of people with a common interest in Enterprise Promotion. The informal and participative format worked well



(L to R) Brian Dunsby, David Irwin,
George Derbyshire & Tony Robinson

and the Harrogate location, with its superb International Conference Centre and wide range of nearby accommodation and hospitality options, was the perfect venue.

Our aim is for IEPC 2010 to be bigger and better than ever. Hard-hitting plenary speakers, contrasting policy and practice, more focussed workshop themes, more time for discussion, better value.

Come and join us at IEPC2010: We look forward to welcoming you to Harrogate.



(L to R) Beryl Dunsby, Brian Dunsby,
Maggie Hall, Dawn Berrow & Chris Muir



FOLLOW BROWN SIGNS FOR HARROGATE INTERNATIONAL CENTRE



TRAVEL

Harrogate is in Yorkshire situated almost midway between London and Edinburgh and between Liverpool and Hull. It is easily accessible via road, rail, bus and air with regular connections from all over UK and Europe. Full details are given on the Convention web site – click on travel.

www.enterprisepromotion.org/travel.htm

THE QUEEN'S AWARD FOR ENTERPRISE PROMOTION



This event is being organised and supported by many recipients of The Queen's Awards for Enterprise Promotion. This Award celebrates and recognises the activities of individuals who have played an outstanding and significant role in promoting enterprise skills and attitudes in others in the UK.

Encouraging or facilitating the sort of skills and attitudes found in an enterprise environment – whether in a commercial business or a social enterprise – is the essence of 'Enterprise Promotion'.

The closing date for the 2011 award nomination submission is 14:00 29th October 2010. www.queensawards.org.uk



REGISTRATION

For details of registration fees and fast on-line log-in and payment just click on <http://www.enterprisepromotion.org/fees> Log-in and complete the Registration Form and then pay by credit card via the secure RBS WorldPay system, by cheque in GBP (£) or by direct bank transfer. Receipts will be sent by email.

If you do not have access to the Internet, please send a fax or letter on your headed notepaper to the Convention Secretariat at the address below. Full information on the Convention and the off-line Registration Form will then be sent to you. If you need to be invoiced please send an official Purchase Order from your Organisation's Purchasing Department. Advance registration is essential.

Published by Brian L. Dunsby, Convention Organiser, Perlex Associates, Photographs from Artlink, Blackdog, Perlex & accommodation providers.