



Summer Enterprise Workshop

North Staffordshire Chamber of Commerce

Thursday 6 August 2009

Building on a similar event held during the Summer of 2008,

students from the Sandon Business and Enterprise College will be joined by students from Vadym Hetman Kyiv National Economic University Ukraine to take part in an innovative **Summer Enterprise Workshop**. The students will be given the opportunity to develop and present their business and enterprise ideas. The event will be held at the North Staffordshire Chamber of Commerce, **Thursday 6 August**.

In partnership with Sandon Business and Enterprise College, Henson Editorial & North Staffordshire Press and the Business Brokers, Wider Impact Consultancy will invite a number of local 'experts' from the local business community to participate in the event. The 'experts' will provide advice and support to the students in areas such as **purchasing, sales, finance and marketing**. Each 'expert' will establish their own 'surgery'.

Students will have the opportunity to visit each surgery during the day; taking away the essential knowledge and information to make their individual businesses enterprise ideas a success. Towards the end of the event, each business enterprise will be invited to 'pitch' their ideas and plans to a panel in the style of the BBC's '**Dragons Den**'.

A prize of **£100.00** will be presented by **Bryan Carnes**, North Staffordshire Chamber of Commerce Chief Executive to the business enterprise that presents the most complete business case; based on the information they have had access to during the day.

It is anticipated that each of the business 'experts' will maintain contact with the students during the following year, cementing international school / business links and helping to ensure the success of each of the business enterprise ventures.



Henson Editorial Services & North Staffordshire Press Ltd



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Agenda

- 09.30 Briefing (Edwin Lewis) – Business Advisors (Product, Place, Promotion, Price)
- 10.00 Arrival Young People – form into 4 teams
- 10.30 Briefing / Introductions (Edwin Lewis)
- 10.45 Enterprise Workshops with Business 'Experts'
- 11.00 Break
- 11.15 Enterprise Workshops with Business 'Experts'
- 12.00 Lunch
- 12.30 Enterprise Workshops – Young People
- 2.15 **Dragons Den** (Chaired Ian McLaughlan)
Presentations by Young People to the 'Dragons' - 10 minutes each
- 2.45 **£100.00 Award** to the Most Promising Enterprise by the Dragons – Bryan Carnes
- 3.00 Close