

Enterprise Day

Wednesday 1st February 2012

9.00am – 4.00pm

Dianne Willcocks Lecture Theatre,
De Grey Court, York St John University

The Programme

9.00am **Registration & Refreshments**

9.45am **Welcome & Introduction**

Irma Gomez, Business Development Manager, York St John Business School

Guest speakers:

Michael Jacobsen, Founder and Director of Corporate Success Institute and Founding Co producer of Dirty Dancing

Susan Johnson, Founder and Creative Director of Bella di Notte

Simon Long, Co-Founder, Director of Xing

Ashley Mason, Founder and Director of YorMed and winner of the 2011 York Press Awards Young Entrepreneur of the Year

11.00pm **Questions & Answer Session**

12.00pm **Networking Lunch**

1.00pm **Parallel Activities**

Time	Activities	Facilitators	Room
1.00 – 4.00pm	Exhibition space	HMRC, HSBC, YSJ Creative Business, YSJ Acorns, YSJ Careers	De Grey Court foyer
1.00 – 2.15pm	Workshop: Identify your target markets	Keith Brighty, Senior Lecturer YSJ Business School	Dianne Willcocks Lecture Theatre
1.30 – 2.30pm	Workshop: Business Banking	HSBC	DG016
2.30 – 3.30pm	Acorns panel: Our journey: what we learnt along the way	The owners of: Orillo Productions, Ownbeat Creatives and Burns & Associates Careers. Charing panel: Irma Gomez	Dianne Willcocks Lecture Theatre

4.00pm **Event finishes**

Guest Speakers

Michael Jacobsen



Michael Jacobsen is an Australian born entrepreneur and businessman based in Europe. He holds a Bachelor of Business Degree from UTS in Sydney, a financial Diploma from the Australian Securities Institute and is a former Justice of the Peace.

He is an Entertainment Entrepreneur, Consultant and Business Mentor to businesses in the creative sector in the UK and Europe. He also sits on the Board of the Australian Centre for Event Management, a Division of the University of Technology Sydney (www.acem.uts.edu.au).

Michael Co-Founded and was Founding Co-Producer of Dirty Dancing –The Classic Story on Stage (www.dirtydancingontour.com) which held its World Premiere in Australia in 2004 and has since played in Holland, Canada, the USA, Germany and London's West End. It set Box Office records in both Germany and London.

He has also been involved in the promotion of concert tours by Elton John, Bruce Springsteen and Barbra Streisand.

Michael is passionate about education and in addition to his work as a Business Mentor, lectures at Universities in Sydney and London, has acted as a Resident Entrepreneur for the Start Up Britain campaign and is a Mentor for the Doug Richard School for Creative Start Ups.

www.corporatesuccessinstitute.com

Guest speakers

Susan Johnson

Top Tips – I wish I had known that



In her late twenties, Susan crossed the divide from corporate life to business start up. Her eureka moment came in Italy. Instead of finding the Italian husband she sort, she fell in love with Italian vests. Starting Bella di Notte from her kitchen table with a £2500 Princess Trust Loan she has built a niche mail order business with over 40,000 customer and £2 million turnover specialising in exclusive vests, fashion and bras.

Thirteen years later and Susan has developed the resilience to survive the challenges of running her own business. She has a wealth of experience in the nitty-gritty of small business, running a team of fifteen ladies and the delicate balancing act of family and work.

In her daily business life she runs Bella di Notte with her husband. He takes the role of Managing Director focussing on finances while she runs the buying, marketing and customer service.

www.belladinotte.com

Bella
di Notte

Guest Speakers

Simon Long



Simon is extremely passionate about doing business the right way by making people feel better and enjoying himself.

The Xing retail brand is on a mission to freshen up the fast food industry whilst Xing education is giving young people the inspiration, help and support to set up their own smoothie companies in schools.

Simon believes that there's an entrepreneur in everyone. By talking through his own journey - from studying in the states, to launching a smoothie company and visiting schools - he'll share with you some of the lessons he's learnt along the way.

www.xinghealth.co.uk
www.xingeducation.co.uk

Xing™

Guest speakers

Ashley Mason

'Why I'm here...'



In 2011, I won the title of Young Entrepreneur of the Year at the York Press Awards. I was delighted, but as many business people would say – “it’s just what I do”!

From a young age I had always wanted to do something that I not only enjoy, but that benefited others. I’m not in business to be a millionaire, although it would be a bonus. I’m here to enjoy myself and help others develop. I have a strong belief in putting back into the community and in businesses “corporate/social responsibility”.

My main business is YorMed, an independent ambulance service that provides ambulances and medical staff. Our clients include the NHS, local authorities, festivals and other mass public gatherings.

I have my fingers well and truly in many other pies and am always looking ahead to see what challenges I can get involved in! I am by no means an expert and am constantly learning, but am happy to offer advice to anybody who wants it.

www.yormed.co.uk



1.00pm – 4.00pm Exhibition Space at De Grey Court Foyer

Your opportunity to find out more about how to get your business started.



Acorns Start-up Business Programme

If you are looking for support and expertise, connect with us. Aspiring entrepreneurs have benefited from participating in this programme, where they meet with like-minded people, learn from each other and welcome local business people and professionals.

Many of them are now very successful in their enterprises!

E: acorns@yorks.ac.uk

T: 01904 876868

W: www.yorks.ac.uk/acorns



HM Revenue & Customs – Business Education & Support Team

Offering help and support to business

HM Revenue & Customs' (HMRC's) UK wide network of specially trained Business Education and Support Teams can help you understand your tax responsibilities, and give you the confidence to get it right, first time.

T: 0845 6032691

W: www.hmrc.gov.uk/bst

HSBC HSBC Bank Plc

HSBC offers a range of financial services to help your business. Get practical information to create your business plan, know more about the requirements to access credit, business loans or overdraft facilities.

A: 13 Parliament Street, York, YO1 8XS

T: 08457 404 404

W: www.hsbc.co.uk



Orillo Productions

Capturing your true brand identity... through moving image

Orillo Productions deliver on-line and off-line cutting edge, media-rich video content to the corporate, creative industries nationwide. Taking our clients all the way from pre to post-production, we are happy to take on board all ideas and comments in order to create a product that everyone is happy with. We are very

proud and meticulous with the work that we produce and this shows with each final product.

T: 01904 274625

E: mail@orilloproductions.com

W: www.orilloproductions.com

1.00pm – 4.00pm Exhibition Space at De Grey Court Foyer

**Ownbeat Creatives**

A modern design company based in York. We take a personal approach and pride ourselves on exceptional customer care. The heart of Ownbeat Creatives isn't our mission statement or business plan. It's the staff who make Ownbeat tick, and each one of us is here to make you happy.

T: 07580 669338

E: info@ownbeat.co.uk

W: www.ownbeat.co.uk

**Sarah Glass UKLaserArt, Bespoke Laser Images**

Creative entrepreneur, artist and photographer. Graduated from York St John University, BA (hons) Fine Art. Sarah has also been part of the Acorns start-up business programme.

T: 07723405893

E: sarah.tweedie@yahoo.co.uk

W: www.UkLaserArt.com , www.sarahtweedie.com , www.YorkCam.co.uk

**YSJConnect**

Be Inspired. Find opportunities. Get support. Gain Experience. Become Involved. Develop Skills. Get connected.

T: 01904 876375

E: ysjconnect@yorks.ac.uk

W: www.yorks.ac.uk/ysjconnect

**YSJ Creative Business**

Whether you're thinking of starting up, ramping-up, or diversifying out your creative business, York St John's Creative Business team are there to help.

T: 01904 876315

E: creativebusiness@yorks.ac.uk

W: www.yorks.ac.uk/creativebusiness

Workshop: Identify your target markets - DW Lecture Theatre - 1.00pm – 2.15pm



Keith Brighty has worked teaching Marketing in the Higher Education sector for 15 years. Prior to that, he ran his own small manufacturing and construction business. This experience has meant that throughout his lecturing career he has maintained a strong interest in Small Businesses and Entrepreneurs. He facilitates sessions in the Acorns Plus programme.

In this interactive **workshop**, you will be introduced to addressing which market you are in and who you should be targeting to maximise profit.

Workshop: Business Banking - DG016 - 1.30pm – 2.30pm



Starting a business is rewarding but can be challenging. At HSBC we can help you with guides, videos, tools and business account options. This workshop is an excellent opportunity to find how to make the most out of your bank account.

Acorns panel - DW Lecture Theatre - 1.30pm – 2.30pm



Acorns panel: Our journey: what we learnt along the way

Getting the basics in an engaging and practical way is what the Acorns programme is all about. Better your business acumen and also your self-belief. This panel is your opportunity to find out more from past Acorns participants and discover if this programme is for you.

Meet the owners of:



Burns & Associates Careers
Simon Wallace

T: 01904 234731

E: careers@burns-and-associates.co.uk

W: www.burns-and-associates.co.uk/careers



Orillo Productions
James Shannon & Richard O'Hare

T: 01904 274625

E: mail@orilloproductions.com

W: www.orilloproductions.com



Ownbeat Creatives
Jen Clayton

T: 07580 669338

E: info@ownbeat.co.uk

W: www.ownbeat.co.uk

Chairing panel: Irma Gomez, Business Development Manager and Acorns Programme Team Leader

Upcoming events

8 February – Venturefest Yorkshire

A packed one day event that showcases and supports entrepreneurs who are busy creating ideas that will change the world.

Venue: York Racecourse

Further information and to register for **free**, go to www.venturefestyorkshire.net

27 March – CMI Management Book of the Year Road Show

The Chartered Management Institute in association with the British Library, have created a competition that aims to celebrate the best of management books published or distributed in the UK, from the most inspiring to the most useful.

Further details <http://yearbook.managers.org.uk/index6.htm>

16-20 April – Acorns Plus Programme – helping you set up your own business

Would you like to belong to a supportive network of like-minded people and at the same time bring your business idea to life? Then look no further and join the Acorns Plus programme.

Venue: York St John Business School

To find out more, visit www.yorksja.ac.uk/acorns

15 May – Business School Annual Lecture and Forum

What Next? The Future of Graduate Employment

Come along to discuss future labour market issues and trends necessary to develop highly skilled graduates and meet the changing needs of employers.

Venue: Dianne Willcocks Lecture Theatre, York St John University

This event is **free**.

This event is presented by **York St John Business School** and kindly sponsored by



www.novotel.com



www.hsbc.co.uk

York St John Business School | York St John University
Lord Mayor's Walk, York YO31 7EX
www.yorksja.ac.uk/businessschool