

# RESPONDING TO CHANGE:

## Social Enterprise Solutions

### Conference

*"To change is difficult. Not to change is fatal."*

*Anon*

**Wednesday 27th June 2012**

**9.30am—4.30pm**



**mac birmingham | Cannon Hill Park | Birmingham | B12 9QH**

# The Conference

There are many changes facing the social enterprise sector at the moment. The reduction in public sector finance, new opportunities created by sustainable procurement, consortia working, potential mergers and acquisitions, social media and social investment mean social enterprises need to be even more enterprising in the current economic climate. This conference has been designed to bring together key experts to create a 'virtual toolkit' for organisational change in the current climate. The toolkit will be available electronically to participants following the conference.

## Speakers:



**Chair: Sarah Crawley**

CEO  
iSE



**John Taylor**

Head of W M Region  
**Big Lottery Fund**



**Jean Jarvis MBE**

CEO  
**Shropshire  
Furniture Project**



**Mark Cook**

Partner  
**Anthony Collins  
Solicitors**



**Karen Anderson**

Programme Manager  
**Social Firms Scotland**



**Geof Cox**

Freelance Social  
Enterprise Developer



**Heidi Harris**

CEO  
**Harris & Harris  
Accountancy C.I.C**



**Martin Hogg**

CEO  
**Citizen Enterprises C.I.C**



**Ranjit Bansal**

CEO  
**Dynamic Marketing**

## Benefits of Attending:



To explore the impact of the Public Services Bill (social value) and understand the implications for service providers and how this will create market opportunities.



To reflect on the experience of innovative social enterprises and how they have embraced the opportunities available in the current climate.



To really understand social investment, how to become investment ready and find out who the investors are.



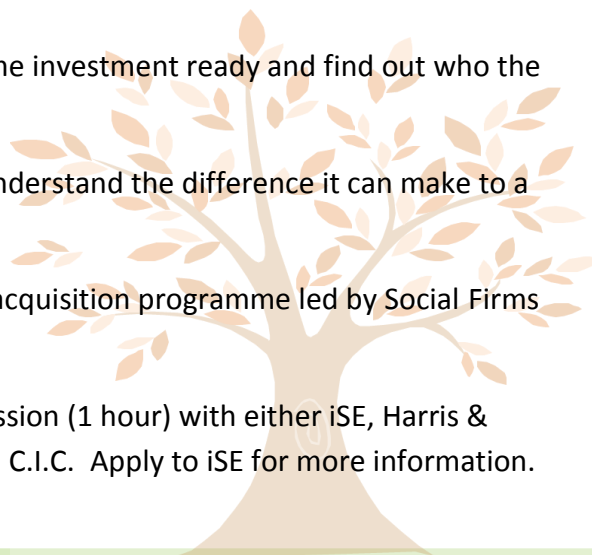
To identify effective strategies for social media and understand the difference it can make to a social business.



To reflect on the learning from a successful business acquisition programme led by Social Firms Scotland.



All participants will also receive one free follow up session (1 hour) with either iSE, Harris & Harris Accountancy Services CIC or Citizen Enterprises C.I.C. Apply to iSE for more information.



# Programme

Choose your own masterclasses to create a bespoke experience.

**9.00am**      **Registration**

**9.30am**      **Welcome & Introduction to the Day**

Sarah Crawley – CEO – iSE

Sarah will set the context for organisational change.

**9.45am**      **Something you need to know.... (for all participants)**

**Innovation & Social Enterprise**

Jean Jarvis MBE – CEO – Shropshire Furniture Project

Jean runs a nationally acclaimed social enterprise that requires her to take advantage of opportunities as they emerge. Jean will share her experience with us as a CEO.

**10.20am**      **Break & Networking**

**10.40am**      **Masterclass 1 – (make your selection)**

**11.40am**      **Masterclass 2 – (make your selection)**

**12.40pm**      **Lunch, Networking & “Market Place for Shop for Change”**

**2.00pm**      **Something you need to know.... (for all participants)**

**Social Value and the Third Sector**

Mark Cook – Partner – Anthony Collins Solicitors LLP

Mark has been actively involved in the writing of the Public Services Bill (social value). This is of major importance to the sector. This presentation will help organisations to understand the new bill and what they need to do to maximise the opportunities it creates.

**2.45pm**      **Masterclass 3 – (make your selection)**

**3.45pm**      **Something you need to know.... (for all participants)**

**New Approaches to Funding Organisations**

John Taylor – Head of West Midlands Region – Big Lottery Fund

John will describe the changes taking place at the Big Lottery and how organisations can prepare to take advantage of the new opportunities that are emerging.

**4.15pm**      **Closing Remarks**



# Masterclasses:

## **Social Investment**

Heidi Harris – Harris & Harris Accountancy Services CIC

Heidi is one of the few social investment practitioners that really makes sense. Heidi will describe how to become investment ready, and who the investment agencies are. She will explore a number of scenarios with the participants and answer any questions.

## **Acquisitions**

Karen Anderson – Social Firms Scotland

Karen will provide a practical masterclass on how to acquire a business. Those attending this session will have the opportunity to ask questions and get support to grow their business. Please come along with any practical scenarios you would like to explore.

## **Structuring Change**

Geof Cox – Freelance Social Enterprise Developer

Change presents challenges to large and small organisations. Geof Cox has worked for many years on the transformation of a wide variety of private, public and voluntary sector bodies for social enterprise, and in this masterclass, will share his key insights and practical approaches to successfully implementing structural and cultural change.

## **Brand Management**

Ranjit Bansal – Dynamic Marketing

Brand management is the application of marketing techniques to a specific product, product line or brand. Branding can be forgotten during the process of organisational change and just having a logo isn't enough.

This masterclass will support participants to develop an understanding of the potential that brand management can deliver across their organisation.

## **Social Media**

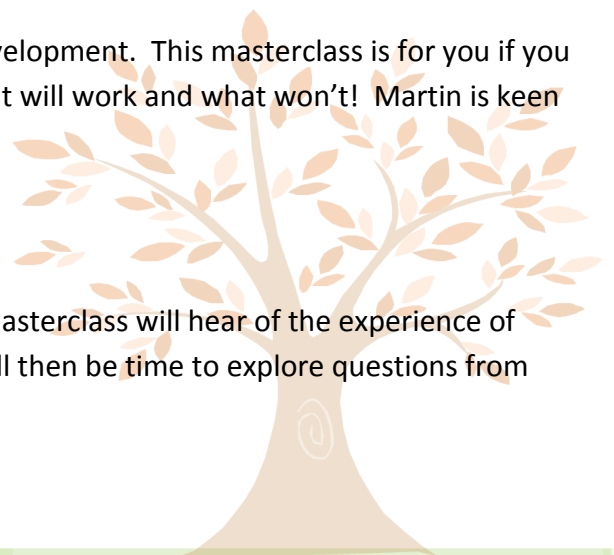
Martin Hogg – Citizen Enterprises C.I.C

Effective social media is key to any marketing and profile development. This masterclass is for you if you want to develop a social media strategy and understand what will work and what won't! Martin is keen to explore social media queries with the attendees.

## **Consortia Working**

Elizabeth Barker – iSE

There is a strong business case for consortia working. This masterclass will hear of the experience of setting up a consortia and its first year of business. There will then be time to explore questions from the audience.



The format of masterclasses will enable participants to pick and choose what they need for their own learning and to benefit their organisation.

To help you choose we have some suggestions:

**A. If you are interested in re-engineering your business:**

-  Social Media
-  Social Investment
-  Consortia Working
-  Structuring Change
-  Acquisitions

**B. If your current funding stream is closing down or becoming over competitive:**

-  Social Investment
-  Structuring Change
-  Consortia Working
-  Social Media
-  Brand Management

**C. If you need to grow:**

-  Acquisitions
-  Social Investment
-  Brand Management
-  Social Media
-  Consortia Working

Pick from below your own conference programme:

Masterclass 1 10.40am – 11.40am	Masterclass 2 11.40am – 12.40pm	Masterclass 3 2.45pm – 3.45pm
1. Social Investment <input type="checkbox"/>	1. Social Media <input type="checkbox"/>	1. Social Media <input type="checkbox"/>
2. Acquisitions <input type="checkbox"/>	2. Social Investment <input type="checkbox"/>	2. Acquisitions <input type="checkbox"/>
3. Structuring Change <input type="checkbox"/>	3. Structuring Change <input type="checkbox"/>	3. Consortia working <input type="checkbox"/>
4. Brand Management <input type="checkbox"/>	4. Consortia working <input type="checkbox"/>	4. Brand Management <input type="checkbox"/>

**REGISTER NOW**  
\*Early bird rate available.  
Book before 27<sup>th</sup> May for 10% discount.

Price: £99.00 + VAT (third sector)\*  
Price: £129.00 + VAT (private and public sector)\*  
Price: £60.00 + VAT (Shop for Change members – first 20 only)

To book your place, please book online at [www.i-se.co.uk](http://www.i-se.co.uk) or contact

debbie.bailey@i-se.co.uk Alternatively please contact us on 0121 771 1411