



FESTIVAL OF ENTREPRENEURSHIP & INNOVATION

The Festival of Entrepreneurship & Innovation has been created to bring together aspiring entrepreneurs and industry experts by providing a place for you to exchange ideas and explore innovative ways to grow a start-up business in the post-pandemic era through a series of impactful sessions and expert-led workshops, competitions, Q&A panel sessions and more.

Led by Launch Business Incubator in the Salford Business School, the Festival of Entrepreneurship & Innovation kicks off on 17 May 2021 and equips you with the key skills, confidence and knowledge needed to realise your potential, embrace any opportunities to become successful entrepreneurs, as well as tackle the adversities in the future.

Featuring industry professionals and business experts across a range of sectors, the Festival of Entrepreneurship & Innovation will help develop your entrepreneurial mindset and enhance your skills in areas such as business idea development, branding, project and financial management.

Register for the events by visiting www.salford.ac.uk/festival-ei

Showcasing Local Entrepreneurship and Social Enterprise

Week 1

17 MAY - 23 MAY 2021

The festival kicks off with a focus on local entrepreneurship and social enterprise. During the week, you'll get to meet industry experts and business creators such as John Roberts, the CEO of AO World, who will supply you with the knowledge, confidence and motivation to take the next step in your career.

Whether you want to be an entrepreneur or simply learn more about the industry, this week will get you on the right track.

Register for the events by visiting www.salford.ac.uk/festival-ei

Monday 17 May

Launch of Festival & Keynote Speakers 13:00-15:30

Justyna Turner & Salford Business School Dean, with Keynote from guest speakers, Vikas Shah MBE, Serial-Entrepreneur & John Roberts, CEO of AO World

Join us at this opening event of the festival to be welcomed by our Salford Business School Dean, Dr. Janice Allan and hear from two world-class leaders in our fireside keynote sessions.

How to Network 15:30-17:00

Naomi Timperley, Co-founder of Tech North Advocates & Honorary Industry Fellow at Salford Business School

Learn about the value of networking and how to nurture relationships with your existing network and peers.

Tuesday 18 May

Social Enterprise School 11:00-15:30

Adrian Ashton, Enterprise Advisor at the University of Salford

Learn what a social enterprise is (and isn't) and the risks and opportunities of how social enterprises market and promote themselves.

Launch & Careers & Employment Enterprise Support 14:45-15:15

Lauren Adams, Enterprise Advisor at University of Salford & Launch Incubator

Learn how you can get support to develop your entrepreneurial and business skills at the University of Salford.

Enactus Salford 15:30-16:00

Student Society Showcase

Discover how Enactus transforms communities through real life projects and how you can get involved and make a difference.

Wednesday 19 May

Digital Cluster Session 14:00-15:00

Alex Fenton, Lecturer in Digital Business, Salford Business School & Sara Simeone, Founder of Digital Oracles

See, hear and interact with some of the most remarkable innovators from around the world, exploring the role of disruptive technologies.

Launch Business Challenge Pitches 13:00-16:30

Justyna Turner, Incubation Manager at Salford Business School

Join us as student teams compete for the top spot with their business solutions to secure funding from our £6,000 pool of funds provided by Santander Universities.

Showcasing Local Entrepreneurship and Social Enterprise

Week 1

17 MAY - 23 MAY 2021

The festival kicks off with a focus on local entrepreneurship and social enterprise. During the week, you'll get to meet industry experts and business creators such as John Roberts, the CEO of AO World, who will supply you with the knowledge, confidence and motivation to take the next step in your career.

Whether you want to be an entrepreneur or simply learn more about the industry, this week will get you on the right track.

Register for the events by visiting www.salford.ac.uk/festival-ei

Thursday 20 May

Santander: Making Sense of Financial Viability

11:00-12:00

Damien Mullany, Regional Manager for Santander Universities

In this session we'll take you through the key financial forecasts you need for your start-up.

FreelanceHER100 Showcase 14:00- 15:00

Naomi Timperley, Co-founder of Tech North Advocates & Honorary Industry Fellow at Salford Business School

Join us to learn about empowering Female Entrepreneurs through the FreelanceHER100 Programme.

Female Entrepreneurs Q&A 15:30-17:00

Naomi Timperley, Co-founder of Tech North Advocates & Honorary Industry Fellow at Salford Business School

Hear from a panel of female business owners as they discuss what gives women the edge when it comes to entrepreneurship.

Friday 21 May

Branding for New Business

15:30-16:30

Dar Studio, Manchester Branding & Design Studio

What is branding and why do we need it? Join this session to explore visual brand components and how getting your branding right is key to a successful business.



Innovations for Future Living

Week 2

24 MAY - 30 MAY 2021

Discover how businesses adapt and find innovative methods to thrive in the new digital era this week with the Festival of Entrepreneurship and Innovation. Get ready for a new week packed with various panel discussions, from tips when it comes to funding, business banking and the value of intellectual property. You'll also have the chance to network and collaborate with like-minded individuals during our Enterprise and Careers Support sessions.

Register for the events by visiting www.salford.ac.uk/festival-ei

Monday 24 May

Innovations for Future Living - Welcome Session 13:00-15:00

Professor Karl Dayson, Pro Vice-Chancellor of Research & Enterprise at University of Salford & Justin Bentham from Salford City Council

Hear from Justin Bentham from Salford City Council about the innovative work happening across Salford and the surrounding areas.

Interactive & Immersive Opportunities 15:15-16:15

Simon Benson, Immersive Technology Director at HOST

In this session, Simon Benson discusses the opportunities that this ever growing immersive and interactive space presents now and in the future business landscape.

Tuesday 25 May

Business Operations: The Good, Not So Good & Just Interesting 11:00-12:30

Dr. Jonathan Owens, Senior Lecturer at Salford Business School

This session walks you through some fundamentals of business operations and how operations support the transformation of your company's product and/or service.

Digital Transformation Panel 13:00-14:30

Alex Fenton, Lecturer in Digital Business, Salford Business School & Tim Griggs, Honorary Industry Fellow at SBS, Digital Transformation Leader at Arup & Sara Simeone, Founder of Digital Oracles & Aghogho Akponah, Innovation Consultant

This panel examines new ways of working at a time when the global picture remains dramatically uneven and what lessons can be learned to develop a more sustainable future for the business industry.

Energy House Intro & Virtual Tour 15:00-16:00

Joe Flanagan, Project Manager Energy House 2.0

Go on a virtual tour to the Energy House Labs including the Thermal Lab and the Energy House 2.0.

Wednesday 26 May

Business Funding & Finance 12:30-13:30

Lauren Adams, Enterprise Advisor at the University of Salford

Is your business dependent on start-up funding? This session will cover the top dos and don'ts when it comes to applying for finance for your project.

Innovations for Future Living

Week 2

24 MAY - 30 MAY 2021

Discover how businesses adapt and find innovative methods to thrive in the new digital era this week with the Festival of Entrepreneurship and Innovation. Get ready for a new week packed with various panel discussions, from tips when it comes to funding, business banking and the value of intellectual property. You'll also have the chance to network and collaborate with like-minded individuals during our Enterprise and Careers Support sessions.

Register for the events by visiting www.salford.ac.uk/festival-ei



Santander - Making Sense of Business Banking 15:00-16:00

Damien Mullany, Regional Manager for Santander Universities

Learn all the key facts on how to manage business banking and what options are available for businesses at Santander.

Thursday 27 May

The Commercial Value of Intellectual Property – How to Protect Your IP 13:00-15:00

Parveen Tamadon-Nejad, Senior Lecturer in Law & IP Specialist

Learn all about Intellectual Property, as well as how it is protected and commercialised within the business environment.

Maker Space Team / Salford Care & Urban Farm Hub 15:00-17:00

Maria Stukoff, Director of Maker Space & Rachel Norton, ICZ Programme Officer

Meet the team and have a virtual tour of the facilities in the Maker Space, Morson Engine Room with time for Q&A.

Friday 28 May

Launch & Careers & Employability Enterprise Support 11:00-11:30

Lauren Adams, Enterprise Advisor & Launch Incubator

Hear all about the great opportunities available in our Launch Business Incubator and hear from our Careers & Enterprise Team on how they work with students to turn their business ideas into reality.

Launch Showcase

Week 3

31 MAY - 6 JUNE 2021

Learn how to launch your own business with the Festival of Entrepreneurship and Innovation! There's lots of great workshops in store this week designed to equip you with the knowledge you need to bring your business or side hustle to life. You'll learn how to pitch perfectly, how to avoid key mistakes with your start-up, as well as discover the business support available in Greater Manchester.

Register for the events by visiting www.salford.ac.uk/festival-ei

Monday 31 May

**Launch Showcase Week
Welcome Session** 13:00-15:00

Justyna Turner, Incubation Manager at Salford Business School & Dr Francine Morris, Associate Dean Enterprise & Engagement Salford Business School

Join us for this opening session of the Launch Showcase Week where we will introduce you to some of our Launch businesses.

Tuesday 1 June

**Common Mistakes and How
to Avoid Them** 13:00-14:30

Charles Knight, Associate Dean at Salford Business School

Learn from real world scenarios to understand common mistakes made by new business owners and how to avoid them in your business journey.

Reverse Acceleration 15:00-16:00

Ian Balderson, Head of Relationships at Project #808

Learn how to accelerate business ideas whilst working on business problems with large scale companies.

Wednesday 2 June

**Launch Showcase
Competition** 11:00-16:30

Justyna Turner, Incubation Manager at Salford Business School

Are you curious to see what it takes to set up a business as a student at the university? Join us at this session to find out.

Thursday 3 June

Business Development 11:30-12:30

Paul Little, Enterprise Advisor at University of Salford

This workshop will look at effective CRM systems, KPIs and some useful tips to help build your confidence to develop your business.

Building Diverse Teams 13:00-14:30

Rebecca Collins, Organisational Design & Development Specialist

The session will explore the business benefits of building diversity in our teams and organisations.

Friday 4 June

**Business Support in
Greater Manchester** 13:00-15:00

Justyna Turner, Incubation Manager at Salford Business School

Learn about the range of local support organisations and help available to turn your business idea or side hustle into a viable business.

Creative Entrepreneurship

Week 4

7 JUNE - 13 JUNE 2021

Calling all creatives!
The Festival of Entrepreneurship and Innovation is dedicating this week to supporting creative minds on their entrepreneurial journey. You will learn how to identify your unique value proposition, build your ideal customer persona in just a few short hours with the support of our industry-expert facilitators and discover how to enhance your social media presence through the power of social media marketing.

Register for the events by visiting www.salford.ac.uk/festival-ei



Monday 7 June

Creative Entrepreneurship Week Welcome 13:00-14:00

Justyna Turner, Incubation Manager at Salford Business School & Sam Ingleson, Associate Dean at School of Arts & Media

Join us for this opening session of the Creative Entrepreneurship Week where we will discuss all the skills needed to make it as a creative business owner or freelancer.

Business Stories Creative People Should Tell Pt 1 14:00-15:30

Steve Rawling, Business Coach & Storytelling Expert

This interactive workshop shows you how to frame your creativity as a business asset that will be valuable to any employer.

Tuesday 8 June

First Steps for Your Creative Venture 12:30-14:00

Elaine Simons, Founder of EJS Marketing Consultancy

This workshop is designed to help you develop a clear and achievable plan on how to grow your business.

How to Find & Win New Business 14:30-16:00

Elaine Simons, Founder of EJS Marketing Consultancy

This workshop will help you identify your ideal customer, your value proposition and the types of buying behaviour you need to be aware of.

Creative Entrepreneurship

Week 4

7 JUNE - 13 JUNE 2021

Calling all creatives!
The Festival of Entrepreneurship and Innovation is dedicating this week to supporting creative minds on their entrepreneurial journey. You will learn how to identify your unique value proposition, build your ideal customer persona in just a few short hours with the support of our industry-expert facilitators and discover how to enhance your social media presence through the power of social media marketing.

Register for the events by visiting www.salford.ac.uk/festival-ei

Wednesday 9 June

Business Stories Creative People Should Tell Pt 2 11:00-12:30

Steve Rawling, Business Coach & Storytelling Expert

Learn how to use your creative skills to boost your career prospects and make you stand out to any employer.

Social Media Marketing 12:30-13:30

Paul Little, Enterprise Advisor, University of Salford

Learn how to utilise social channels such as LinkedIn, Facebook & Twitter to enhance your social media presence and how to build an effective marketing strategy for your business.

Creatives Networking 14:00-15:00

Elaine Simons, Founder of EJS Marketing Consultancy

Ever wondered how networking can help you? This session will teach you how to expand your network and build meaningful professional relationships.

Thursday 10 June

Setting up a Pop-Up 13:30-15:00

Elaine Simons, Founder of EJS Marketing Consultancy

Learn how to set up, develop and market your pop-up using key marketing principles.

Creative Business Panel 16:00-17:00

Justyna Turner, Incubation Manager, Salford Business School & Launch Business Incubator

Hear from a panel of Launch creative business owners, including University of Salford students and graduates



Launch Global

Week 5

14 JUNE - 20 JUNE 2021

Presenting our brand-new enterprise program for international students and students who are focused on international business, Launch Global. This week you'll learn how to transform a simple idea into a viable business and gain the confidence you need for it. You'll be able to ask questions and network with the best in business, as we have lots of exciting guests from across the sector. There is even the opportunity to have your business idea funded thanks to the International Business Ideas competition, so get involved!

Register for the events by visiting www.salford.ac.uk/festival-ei

Monday 14 June

Launch Global Week Welcome, 13:30-15:30 Competition Announcement

Justyna Turner with Pro-Vice Chancellor Joanne Purves & Serial Entrepreneur & Philanthropist Vikas Shah MBE

Join us for this welcome session that will kick off Launch Global week and a brand-new enterprise support programme for our international students.

Making Good Connections 15:30-17:00

Naomi Timperley, Co-founder of Tech North Advocates & Honorary Industry Fellow at Salford Business School

Learn the value of your network and how your connections can help boost your employability skills.

Tuesday 15 June

How to Turn an Idea into a Business 13:30-15:00

Naomi Timperley, Co-founder of Tech North Advocates & Honorary Industry Fellow at Salford Business School

Learn how to create a business from a simple idea, using the Business Model Generation and the importance of a clear value proposition.

Confidence and Resilience 15:30-16:30

Davina Whitnall, Training Consultant & Research Developer, University of Salford

Join us for the confidence and leadership roadshow to increase your confidence in just 60 minutes.

Wednesday 16 May

Ethical Textile Businesses in India 13:00-14:30

Tariq Marfani, Director of Tarameen Limited

Join us as Tariq Marfani, Managing Director of Tarameen Limited, shares his business journey in creating eco-friendly and ethical global businesses.

Thursday 17 May

Keynote Talk from César Melo of VidMob 13:00-16:00

Hear from César Melo, the President, Investor and Board Advisor for VidMob about his business journey and his top tips to set yourself up for success in your business venture.

Storytelling for Start-ups Pt 1 16:00-17:30

Steve Rawling, Business Coach & Storytelling Expert

This 90-minute workshop will show you the kind of stories you need to tell about yourself and your business to strengthen your brand identity.

Launch Global

Week 5

14 JUNE - 20 JUNE 2021

Presenting our brand-new enterprise program for international students and students who are focused on international business, Launch Global. This week you'll learn how to transform a simple idea into a viable business and gain the confidence you need for it. You'll be able to ask questions and network with the best in business, as we have lots of exciting guests from across the sector. There is even the opportunity to have your business idea funded thanks to the International Business Ideas competition, so get involved!

Register for the events by visiting
www.salford.ac.uk/festival-ei

Friday 18 June

Storytelling for Start-ups Pt 2 16:00-17:30

Steve Rawling, Business Coach & Storytelling Expert

The second part of this workshop will look at how to convince your investors, partners and customers that you can deliver on your promises and how to build trust.

