

Event information and competition downloads
available at www.bathspabusiness.com

InSparation offers
support, advice
and networking
opportunities
for enterprising
Bath Spa students

InSparation activities are funded by the Knowledge Escalator Project, which is part financed by the European Union's ERDF Competitiveness and Employment Programme 2007-13 securing £1,833,000 of ERDF investment through the South West Regional Development Agency (SWRDA).

If you've got a business idea that you are shaping up, or you want to develop business and networking skills for the workplace, then InSparation is for you!

Programme of Events 2010 – 2011

InSparation will also be hosting 'Business in Action' visits to local businesses, artists' studios and freelancers for small groups of students throughout the year – look out for emails advertising these. Places allocated on a first come first served basis.

Book your place on these events and activities online at Bath Spa Plus.

OCTOBER 2010

Negotiating & Influencing Skills

9.30am – 12.30am; Friday 29th October 2010

Facilitator: John Hector,

Entrepreneur-in-Residence (Creative Industries)

This workshop will prepare you for those situations where compromise and a facilitative approach may win you what you want!

NOVEMBER 2010

Business Start-up – The Basics

2.00-5.00pm; Thursday 11 November 2010

Facilitator: Abdullah Ali-Ahmadi, Entrepreneur-in-Residence (Business Development)

This workshop will introduce you to the essential things you need to do when going into business for yourself – whether as a freelancer, sole trader or setting up a small enterprise.

Business in Action – Visit to Spike Design

Wednesday 17 November 2010

Take a look at Spike Design – the largest design incubator in the SW, offering a highly creative business environment in open-plan studio/office space – visit studios, chat with some designers, show yourself to graphic designers, writers and digital media start-ups. Includes a talk from Enable Interactive, a large successful digital media company.

Concept to Reality (Newton Park)

9.30am-4.30pm; Thursday 18 November 2010

Facilitator: Paul Clarkson,

Entrepreneur-in-Residence (B2B)

An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.

Concept to Reality (Sion Hill)

9.30am-4.30pm; Wednesday 24 November 2010

Facilitator: John Hector, Entrepreneur-in-Residence (Creative Industries)

An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.

Business in Action – Visit to Ellen Bell Studio

2.00-4.00pm; Thursday 25 November 2010

If you are studying an art and design subject at Bath Spa University and thinking of starting your own practice, this visit to Bath Artists' Studios will be an opportunity to get some tips and advice on creative and career development from an experienced artist.

DECEMBER 2010

How to Structure a Business Plan

9.30am – 4.30pm; Tuesday 07 December 2010

Facilitator: Emma Collins

Top tips from this workshop will put you on the right track for turning your business idea into reality. For those considering entry to the Business Plan Competition 2011, it is also a useful aid to ensuring you have the content the judges will expect to see.

Market Research & Marketing

2.00-5.00pm; Thursday 09 December 2010

Facilitator: Abdullah Ali-Ahmadi, Entrepreneur-in-Residence (Business Development)

Top tips and a practical approach to finding out about your target customers and promoting your key messages to them.

JANUARY 2011

Managing the Money

2.00-5.00pm; Tuesday 18 January 2011

Facilitator: Abdullah Ali-Ahmadi, Entrepreneur-in-Residence (Business Development)

Get to grips with the financial aspects of running a business with the help of some advice from an industry expert.

IP Clinic

11.00am-3.30pm; Friday 21 January 2011

Facilitator: Lewis Hands, Patent Attorney

Book a 1-2-1 advice session with an IP expert for clarification on any copyright, trademark, patent, licensing or general intellectual property queries you may have regarding any products or services you are developing.

Introduction to Project Management

9.15am-4.30pm; Wednesday 26 January 2011

Facilitator: Stephen Davies

This one-day workshop will provide you with essential tools and techniques for running a project effectively and efficiently through a combination of presentation and practical exercises.

FEBRUARY 2011

Concept to Reality (Newton Park)

9.30am-4.30pm; Tuesday 08 February 2011

Facilitator: Paul Clarkson,

Entrepreneur-in-Residence (B2B)

An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.

Selling Your Services & Closing the Deal

2.00-5.00pm; Thursday 17 February 2011

Facilitator: Paul Clarkson,

Entrepreneur-in-Residence (B2B)

Whether intending to freelance, set up a business or be an exceptional employee, this workshop will teach you the necessary art of salesmanship to convince potential customers and clients to invest in your business and buy your goods or services.

Concept to Reality (Sion Hill)

9.30am-4.30pm; Thursday 03 February 2011

Facilitator: John Hector,

Entrepreneur-in-Residence (Creative Industries)

An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.

MARCH 2011

Successful Freelancing in the Creative Industries

9.30am – 12.30am; Thursday 10 March 2011

Facilitator: John Hector,

Entrepreneur-in-Residence (Creative Industries)

Freelancing can be a rewarding and flexible way of working. This workshop will show you how to go about it, particularly in the context of the very competitive creative industries sector.

Presentation Skills Workshop

9.30am – 4.30pm; Tuesday 22 March 2011

Facilitator: Emma Collins

Whether you need to pitch for business, persuade a potential investor to fund your enterprise, or convince a competition judging panel, this workshop will help you prepare yourself and the content of your presentation for maximum impact.

APRIL 2011

Introduction to Project Management

9.15am-4.30pm; Monday 04 April 2011

Facilitator: Stephen Davies

This one-day workshop will provide you with essential tools and techniques for running a project effectively and efficiently through a combination of presentation and practical exercises.

Concept to Reality (Sion Hill)

9.30am-4.30pm; Friday 15 April 2011

Facilitator: John Hector,

Entrepreneur-in-Residence (Creative Industries)

An opportunity to discuss and shape your business idea in a 1-2-1 advice slot (45 minutes) with one of our entrepreneurs-in-residence.