



University of Essex

School of Entrepreneurship and Business

Developing an Entrepreneurial Culture in Thames Gateway South Essex

A major two-day event involving your contribution to the promotion of enterprise, innovation and employment

Thursday 29 and Friday 30 March 2007 at the Essex County Hotel

INVESTING in
COMMUNITIES
Thames Gateway

Thames Gateway
South Essex



E E D A
East of England Development Agency

What is the purpose and scope of the event?

This strategic, regional conference marks the close of the Entrepreneurship Research Project (see below) and the beginning of a new era of involvement, interaction, and action on enterprise creation and innovative growth in an area which forms part of Europe's largest regeneration project.

Over two days delegates will participate in discussions on the outcomes of the research project (Day 1), and also in deliberations on regional entrepreneurship and innovation with leading figures and enterprise colleagues from across the country and abroad (Day 2). In disseminating our findings we also aim to provide a platform for learning, doing and innovating for enterprise creation and growth.

How much will it cost?

The event is offered FREE for all delegates. Spaces are limited so early booking is strongly recommended.

The first 100 registered delegates from the South Essex sub-regions of Southend-on-Sea, Rochford, Thurrock, Basildon and Castle Point will be entitled to claim (on the day) their travel expense up to a maximum of £25 each. Receipts will be required where possible.

How do I reserve my place?

For further information, or to book a place, please contact Withrington Associates,

Email: bookings@withrington.biz

Post: Withrington Associates, 31 Eastwood Boulevard, Westcliff on Sea, Essex SS0 0BY

Tel/Fax: 01702 349009

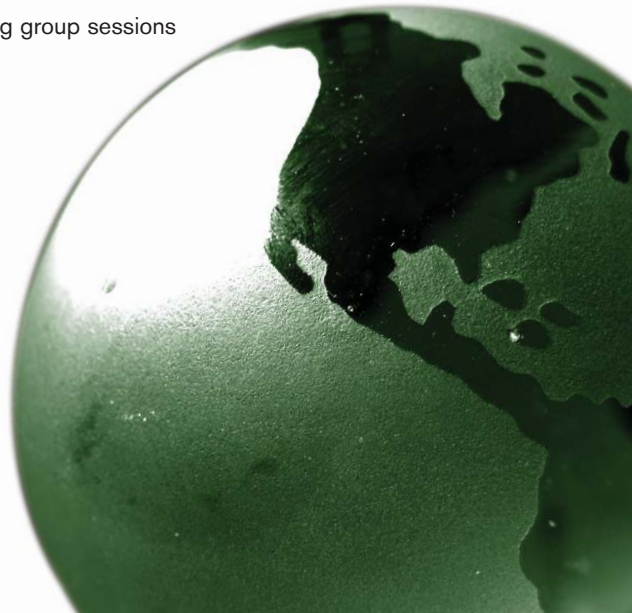
What is the Entrepreneurship Research Project?

The Entrepreneurship Research Project (ERP) examines the key factors that determine and influence the culture of enterprise and innovation in South Essex, part of the Thames Gateway region, which houses Europe's largest regeneration project. The project identifies regional/sub-regional and sectoral factors that impact on or shape entrepreneurial opportunities, attitudes to and motivations for enterprise development, with a particular focus on the sub regions of Basildon, Castle Point, Rochford, Southend-on-Sea, and Thurrock. Exploring the particular dynamics of business formation and growth in the 'logistics and transport', 'creative industries', 'leisure and tourism' and 'environmental technology' sectors, the project shows how a diversity of approaches is necessary to generate enterprise creation and sustainable growth in the region. The ERP is funded by the Thames Gateway South Essex Partnership and the East of England Development Agency.

Draft Conference Programme

Day 1:

- 9.00am Registration
 - 9.30am Welcome and introduction to the Conference
 - 9.50am The Enterprise Research Project: Supporting and Developing an Entrepreneurial Culture - Presentation of Key Findings
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- 10.45am Tea/Coffee break
 - 11.00am Discussions and Deliberations on Key Findings
 - 12.00pm Explanation of Working Groups and introduction to project objectives
 - 12.30pm Lunch
 - 1.30pm Working Groups - Parallel sessions:
 - 1) The Art of Creating and Setting up new businesses
 - 2) Introducing and managing innovation in the work place
 - 3) Generating and managing entrepreneurial change in the wider economy
 - 4) Rural Entrepreneurship
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- 3.00pm Tea/Coffee break
 - 3.15pm Feedback from working group sessions
 - 4.30pm Close of first day



Draft Conference Programme

Day 2:

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| • 9.00am | Registration |
| • 9.30am | Welcome and Introduction |
| • 9.45am | Keynote contribution 'Entrepreneurship and Economic Development' - international speaker |
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| • 10.30am | 'Entrepreneurship and the Thames Gateway' - keynote speech |
| • 11.15am | Tea/Coffee break |
| • 11.30am | 'Identifying and Making Policies for Entrepreneurship work in the local regions: The role of stakeholders' - Plenary Discussion Forum 1 (panel of speakers) |
| • 12.30pm | Questions and Answers |
| • 1.00pm | Buffet lunch |
| • 2.00pm | Implications for the Thames Gateway region: from the global to the local-working groups (follow up from the Plenary Discussion Forum 1) |
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| • 3.00pm | Tea/Coffee |
| • 3.15pm | Feedback from the workshops |
| • 4.00pm | Closing Plenary Discussion Forum 2- Scenario Planning for the Future of Thames Gateway and the Eastern Region: Spillovers and Networks |
| • 5.00pm | Awards |
| • 5.30pm | Closing Remarks |