

inspire SHROPSHIRE

Harnessing success in Social Enterprise 2010

Craven Arms Community Centre, 18th June 2010



Don't miss Shropshire's first
Social Enterprise
Conference and Fair

A full day programme of workshops,
advice surgeries, exhibitors,
resources and fascinating speakers!

Workshops

Legal Structures

Marketing your enterprise

Budgeting, costing and pricing

HR issues for small organisations

Preparing to bid for commercial
contracts

Innovation for enterprise

Personalisation

Trade stands
available
for local
Enterprises!

Keynote Speaker

Peter Holbrook,
CEO of the
Social Enterprise
Coalition

For booking
details contact
James Cooper on
01584 877751
james@furniturescheme.co.uk



Event Fees:

Conference delegates: £30 per delegate
Trade stands: £10 per 2m x 2m space for
local Social Enterprises

Delegate fee includes a buffet lunch and afternoon tea
and cakes. Booking is essential as places are limited.

To attend the conference as a delegate or to book a
trade stand for your enterprise please complete the
booking form overleaf

Coordinated by:

The Community Council of Shropshire,
South Shropshire Furniture Scheme and Midwest Rural Enterprise



This event has been made
possible thanks to funding from:



PROGRAMME

- 9:30 **Registration and Coffee**
- 10:00 **Welcoming address**
- 10:10 **Keynote Speaker** - Peter Holbrook, *Chief Executive of the Social Enterprise Coalition*
Followed by questions and answer
- 11:00 **Refreshment break** and networking opportunity
- 11:30 **Morning workshop session**
- 12:30 **Lunch** and networking opportunity
- 1:15 **Guest speaker**—Andy Whittaker, *The Art of Brilliance*
- 2:00 **Social Enterprise Success stories**
- 2:45 **Afternoon workshop session**
- 3:45 **Afternoon tea and cakes** and networking opportunity
- 4:00 **Conference closes**



WORKSHOP INFORMATION

Legal structures for social enterprise—an overview of the legal structures that could be considered for new enterprises and the pros and cons of these.

Marketing your enterprise—an overview of simple and effective marketing techniques to get information about your enterprise to prospective clients

Budgeting, costing and pricing—a session looking at the practicalities of charging for services, including how to ensure you don't under-cost your work and how to convey value and quality.

HR issues for small organisations—an opportunity to consider the human resources issues arising from the growth of your enterprise.

Preparing to bid for commercial contracts—an insight into the commissioning environment and an opportunity for you to consider the steps you need to take to get ready to tender for contracts.

Innovation and income diversification—a session aimed at helping you think about how you could grow your enterprise by generating a portfolio of new ideas based on your existing strengths.

Using new media to get your message across— an insight into how ICT and social media (eg Twitter and Facebook) are being used by enterprises as opportunities to reach new audiences

Opportunities for social enterprise within the Transformation of Adult Social Care —an insight into how the Transformation Agenda could present opportunities for enterprises to deliver services to individuals