Entrepreneurship
20th Anniversary Conference

Friday 27 ~ Sunday 29 March 2009
Entrepreneurship is the practice of starting new organisations or revitalising mature organisations, particularly businesses, as a result of identifying opportunities. In one way or another (and frequently several) entrepreneurship involves innovation: the development of a new idea, product, technology, system, source of materials, capital resource, market or industry. It is often associated with the qualities of vision, passion, risk-taking, persistence and decisiveness. Entrepreneurship is an ongoing social necessity, even – arguably especially – during times of economic downturn.

This conference is intended for anyone interested in entrepreneurship: proven entrepreneurs, budding entrepreneurs, frustrated entrepreneurs, and people wanting to understand and encourage entrepreneurs. It will draw richly on the experience of those who have practised entrepreneurship and thought deeply about the subject.

*Faith in Business*, directed by Dr Richard Higginson at Ridley Hall, has a proven record of running enjoyable, participative and productive conferences on topical and important workplace issues. These take place in the attractive setting of the theological college, within the context of Christian worship. This conference is being run in partnership with *Transforming Business*, directed by Dr Peter Heslam.

**ENTREPRENEURSHIP PROGRAMME**

**Friday 27 March**

4.30 pm   Registration

5.30 pm   **Entrepreneurship at the Cutting Edge**  
            *Shai Vyakarnam*  
            What are the emerging trends in entrepreneurship, and the current ideas of which we need to take notice? Can entrepreneurs flourish in a global economy where confidence is low and access to capital is becoming more restricted? Or are there new possibilities for entrepreneurs opening up, as knowledge becomes less protected and more open, and organisations are globally outsourcing much of their work through the internet?  
            *Dr Shai Vyakarnam is Director of the Centre for Entrepreneurial Learning, Judge Business School, University of Cambridge.*

7.00 pm   Supper

8.15 pm   **Three Entrepreneurs**  
            *David Runton, Sally Orwin & Flint McGlaughlin*  
            Three entrepreneurs tell their personal stories and the lessons they learnt along the way.  
            *David Runton is founder-owner of FTL Holdings, the Leeds engineering firm. Sally Orwin provides consultancy to charities, individuals and small firms following 10 years as Practice Director of Arca, an architectural practice she co-founded in Manchester. Flint McGlaughlin is CEO of the MECLABS group of companies, which provide research-based services in internet marketing, and Director of Enterprise Research at Transforming Business.*

**Saturday 28 March**

8.00 am   Breakfast

8.30 am   Morning Prayer
9.00 am  The Personality of the Entrepreneur  Richard Goossen
What makes a successful entrepreneur? Is there a particular personality type, or do entrepreneurs exhibit a variety of traits? Are entrepreneurs born that way – is it part of their DNA – or can they be ‘made’? Dr Richard J. Goossen is CEO of MakeGood Technologies, Adjunct Professor of Entrepreneurship at Trinity Western University and Director of Entrepreneurial Leadership at Transforming Business.

10.00 am  Group discussion
10.45 am  Morning coffee

11.15 am  Entrepreneurship and Leadership  Herta von Stiegel
Entrepreneurs are usually leaders, but not all leaders are entrepreneurs. What qualities are common to both, and where might they diverge? Do entrepreneurs typically need consolidators to follow them, and people with management skills to work alongside them?
Herta von Stiegel is executive chairman of Ariya Capital Group, a fund management firm focusing on sustainable investments in Africa. She has held senior City positions.

12.15 pm  Group discussion
1.00 pm  Lunch followed by free time and opportunity for networking
4.00 pm  Afternoon tea

4.30 pm  The Purpose of the Entrepreneur  Bill Bolton
Entrepreneurs are variously motivated: excitement about a new idea, the desire for fame and riches, a wish to inspire and develop other people, or a vision of society transformed through their enterprising exploits. Are some forms of entrepreneurship more worthy than others? Do entrepreneurs hold the key to the alleviation of global poverty?
Dr Bill Bolton is an international consultant in enterprise development and was the founding director of St John’s Innovation Centre, Cambridge, a pioneering business incubator.

5.30 pm  Group discussion
6.30 pm  Supper

7.45 pm  Enterprise with Ethics  Richard Higginson & Peter Heslam
From 1989 to 2009, Faith in Business has encouraged businesspeople to combine enterprise with integrity. Transforming Business emphasises the role of social capital (including its moral elements) in finding enterprise solutions to poverty. Richard and Peter will draw on stirring examples from the past and outline their exciting research projects for the future.

Sunday 29 March

8.30 am  Breakfast

9.00 am  Kingdom Entrepreneurship  Jerry Marshall
What is Kingdom Entrepreneurship and what is the relationship between church planters, social entrepreneurs and for-profit entrepreneurs with a ‘Kingdom’ perspective? A practitioner with experience of all these areas gives his views, offers practical guidance on using business for Kingdom purposes, and presents challenges for both the church and entrepreneurs.
Jerry Marshall is a serial entrepreneur and runs the Transformational Business Network.

10.00 am  Plenary discussion
11.00 am  Morning coffee
11.30 am  Closing Eucharist with Sermon  Peter Heslam & Richard Higginson
1.00 pm  Lunch and depart
The cost of attending the conference residentially is £225, with a reduced “early bird” price of £195 for delegates who book by 19 January 2009. The non-residential rate is £165.

Name ______________________________________________________________

Address ______________________________________________________________

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Telephone ______________________________________________________________

Fax ______________________________________________________________

Email (Work): ______________________________________________________________

Email (Home):  ______________________________________________________________

Occupation ______________________________________________________________

Organisation ______________________________________________________________

Special dietary requirements:

______________________________________________________________

☐ I shall attend. Please tick appropriate accommodation requirements:

☐ Residential (£225 or “early bird” £195)

☐ Non-residential (£165)

☐ I should like to book an en-suite room at an extra cost of £35 (subject to availability)

☐ I enclose a non-returnable £50 deposit, payable to ‘Ridley Hall’.

Signed: ___________________________ Date _________________________

Final date for receipt of applications: 27 February 2009

Please detach or photocopy form and return to:

Janine Stewart, Faith in Business Administrator, Ridley Hall, Cambridge, CB3 9HG

Tel: +44 (0)1223 741082    ~    Fax: +44 (0)1223 741081

Email: jmps2@cam.ac.uk

Ridley Hall
Cambridge
Registered Charity No 311456