



**BUSINESS &
SOCIAL ENTERPRISE**
(EUROPE)

COURSE SCOPE: 28 FEBRUARY & 1 MARCH 2017

DAY 1

	TITLE AND CONTENT	SPEAKER	DAY/TIME
Tuesday, 28 February 2017			
BREAKFAST AND REGISTRATION FROM 08:30			
1.	WELCOME & COURSE OVERVIEW		
		NICOLA EVANS AND TOBIAS FABER	09:00 – 09:55
2.	ICEBREAKER		
		AMANDA ONIONS	09:55 – 10:15
3.	BUSINESS INCUBATION, STRATEGY AND SUCCESS (PART 1)		
	What is success and how do businesses differentiate?	MARK CHENG, SEBASTIAN GROS AND HANNAH LOGAN	10:15 – 11:00
COFFEE 11:00 – 11:15			
4.	BUSINESS INTEGRITY AND THE LITIGATION CONTEXT		
	Business integrity and the litigation context	JULIANNE JENNETT-HUGHES AND JON HOLLAND	11:15 – 11:45
5.	PAUL LINDLEY, ELLA'S KITCHEN		
	Our keynote speaker	PAUL LINDLEY, FOUNDER OF ELLA'S KITCHEN	11:45 – 12:45
LUNCH 12:45 – 13:45			
6.	MOCK CLIENT WORKSHOP		
	Meeting strategy	NICOLA EVANS, HL MENTORS TO LEAD EACH GROUP	13:45 – 15:15
7.	BUSINESS INCUBATION, STRATEGY AND SUCCESS (PART 2)		
	Pricing: Model 1	MARK CHENG, SEBASTIAN GROS AND HANNAH LOGAN	15:15 – 16:00
COFFEE 16:00 – 16:15			
8.	BUSINESS INCUBATION, STRATEGY AND SUCCESS (PART 3)		
	Deployment Strategy: Model 2	MARK CHENG, SEBASTIAN GROS AND HANNAH LOGAN	16:15 – 17:00
DRINKS, DINNER AND EVENING SPEAKER			
	[to be confirmed]	AMANDA ONIONS Tristram Stuart (speaking between main and dessert)	17:30 – 19:00 (Drinks on level 3) 19:00 – 21:30 (Dinner on level 12)
END OF DAY 1			

DAY 2

	TITLE AND CONTENT	SPEAKER	DAY/TIME
Wednesday, 1 March 2017			
BREAKFAST FROM 08:15			
1.	WELCOME AND DAY 1 RECAP		
	Welcome and recap of Day 1	NICOLA EVANS & TOBIAS FABER	09:00 – 09:15
2.	WHY DOES ALL THIS MATTER?		
	The HL social enterprise practice; fostering global change	YASMIN WALJEE	09:15 – 09:45
3.	BUSINESS GROWTH, FINANCING AND EXIT (PART 1)		
	Types and uses of finance; Impact of leverage; Scalability	MARK CHENG & CARLA LUH	09.45 – 11:15
COFFEE 11:15 – 11:30			
4.	BUSINESS GROWTH, FINANCING AND EXIT (PART 2)		
	Determining the Optimal Capital Structure for your business: Model 3	MARK CHENG & ALEX HARRISON	11.30 – 13:00
5.	CLIENT WORKSHOPS - INTRODUCTION		
	Introduction to client workshops, expectations and structure of workshop	AMANDA ONIONS	13:00 – 13:15
LUNCH 13:15 – 14:15			
	WORKSHOPS		
	Introducing your new clients	LED BY SOCIAL ENTREPRENEURS AND GUIDED BY HL MENTORS	14:15 – 15:00
COFFEE 15:00 – 15:15			
	WORKSHOPS CONT'D		
	Introducing your new clients	LED BY SOCIAL ENTREPRENEURS AND GUIDED BY HL MENTORS	15:15 – 17:15
5.	AUDITORIUM SESSION: DEBRIEF AND KEY TAKE AWAYS FROM HL BASE		
		AMANDA ONIONS, NICOLA EVANS, TOBIAS FABER	17:15 – 18:00
END OF DAY 2			