



Creative Thinking and Marketing Workshop

12th September 2007, 9.00am-4.30pm

Venue: Big Ideas, North East Business and Innovation Centre (BIC)
Enterprise Park East, Wearfield, Sunderland SR5 2TA

9.00-9.30: Registration, Tea, Coffee and Networking

9.30 - 12:00: Creative Thinking, Lisa Smith, Big Ideas Manager, Big Ideas, Business and Innovation Centre (BIC)

Focusing on creative and innovative thinking - this session inspires a positive change in attitude enabling participants to go from "it will never work" to "how it can work".

Exploring different ways of thinking, the session will allow participants to develop their imagination and explore techniques to turn them into realistic ideas for further development.

12.00-1.00: Buffet Lunch and Networking

1.00 - 4.00: Marketing, Paul Finch, Marketing Services Manager, Business and Innovation Centre (BIC)

Building upon the creative thinking session, the marketing element is a practical introduction to essential marketing skills. Covering research, design, and effective promotional skills, this session is also an ideal refresher for aspiring entrepreneurs.

For further information contact:

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