



Creative Thinking and Marketing Workshop

20th June 2007, 9.00-4.30

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 can it work".

Exploring different ways of thinking, the session will allow participants to develop their imagination and explores 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 please contact:

Willie Herdman
Special Projects Manager
Business Innovation Centre (BIC)
Email: Willie.Herdman@ne-bic.co.uk
Tel: +44 (0) 191 5166140



Sponsored by:
North East of England Role Model Platform for Innovative Women

ESRC Impact Grants
Project Reference Number: RES-172-25-0016
Principal Investigator: Professor Pooran Wynarczyk
Director
Small Enterprise Research Unit (SERU), Newcastle University
Email: pooran.wynarczyk@ncl.ac.uk