

Greenwich Enterprise Festival – 16th and 17th April 2015

Hamilton House, HH103

Host: Jerry Allen & Sveta Odaryuk

THURSDAY 16th April, 2015

9.30am – 10am	Welcome, Jerry Allen, Assistant Director for the Centre for Innovation, Imagination & Inspiration
10.00 – 11am	Team building activity, facilitated by Jerry Allen, Sveta Odaryuk and Chloe Price
11 – 12pm	Jerry Allen, Marketing Idea Generation
12 – 1pm	Jerry Allen and Sveta Odaryuk to set Greenwich Activity and working lunch
1 – 3pm	Greenwich activity and preparation for presentation of the activity
3 – 4pm	Students to present activity results
4 – 5pm	Jerry Allen to provide summary of activity aims and further marketing exploration
5pm	Jerry Allen CLOSE & EXPLORE LONDON

FRIDAY 17th April, 2015

9.30am – 11.30am	Jerry Allen and Sveta Odaryuk to facilitate idea creation through alternative process
11.30am	Jerry Allen, Sveta Odaryuk to facilitate team activity
12 – 1pm	LUNCH
1.30 – 2.15 pm	Talk by the team from Digimeal
2.15 – 3pm	Talk by team from Blue Agency
3 – 4pm	David Maguire, Vice Chancellor, Speech
4 – 5pm	Q&A, Certification and Close