

**Cambridge Judge Business School**  
**Executive Education**

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Programme Guide

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# KAIST CAMBRIDGE SOCIAL VENTURES PROGRAMME

9<sup>th</sup>-14<sup>th</sup> July 2018

Lecture Theatre 4

Cambridge Judge Business School

## Programme Agenda

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| Day 1         | Monday 9 <sup>th</sup> July 2018  |
|---------------|---|
| 09:30         | Participants to arrive at Cambridge Judge Business School – Lecture Theatre 4 |
| 09:30 – 10:30 | Programme Welcome and Introduction – Belinda Bell                             |
| 10:30 – 11:00 | Refreshment Break   |
| 11:00 – 13:00 | Doing Well, Doing Good: Social Enterprise in Context – Neil Stott             |
| 13:00 – 14:30 | Lunch at Millworks  |
| 14:30 – 15:30 | Social Impact and Theory of Change – Belinda Bell                             |
| 15:30 – 16:00 | Group Photo at the front of Judge Business School                             |
| 16:00 – 16:30 | Refreshment Break   |
| 16:30 – 18:00 | Panel of Local Social Entrepreneurs – hosted by Tamzin Byrne                  |
| 18:00         | End of Day One – Participants to make own arrangements for Dinner             |

| Day 2         | Tuesday 10 <sup>th</sup> July 2018   |
|---------------|--|
| 09:30         | Participants to arrive at Cambridge Judge Business School – Lecture Theatre 4            |
| 09:30 – 11:00 | Value Propositions and Business Models for Social Ventures – Belinda Bell & Mark Goodson |
| 11:00 – 11:30 | Refreshment Break  |
| 11:30 – 12:30 | Value Propositions and Business Models for Social Ventures continued                     |
| 12:30 – 13:30 | Participants to make own arrangements for Lunch  |
| 13:30 – 18:00 | Mentoring Sessions start – Please refer to schedule on the day for locations             |
| 18:00         | End of Day Two – Participants to make own arrangements for Dinner                        |

| Day 3         | Wednesday 11 <sup>th</sup> July 2018  |                 |
|---------------|---|-----------------|
| 10:00         | Coach will pick participants up at both Grand Central Apartments and IBIS Central<br>Tamzin Byrne and Saar Franken will attend the trip                 |                 |
| 12:00 – 12:30 | Arrive at site visit location: Digbeth, Birmingham (Lunch will be provided on arrival)  |                 |
| 12:30 – 13:15 | Introduction to iSE and Digbeth Social Enterprise Quarter [DSEQ]- Sarah Crawley and Elizabeth Forrester   |                 |
| 13:15- 16:30  | Group Visits at Digbeth   |                 |
|               | Group A:  | Group B:        |
| 13:15 – 14:15 | Health Exchange   | Evolve Cafe     |
| 14:15 – 15:15 | Evolve Cafe   | Health Exchange |
| 15:15 – 16:15 | Friction Arts   | Beatfreeks      |
| 16:15 – 16:30 | Beatfreeks  | Friction Arts   |
| 16:30 – 17:00 | Return to iSE offices, round up and final questions   |                 |
| 17:00         | Coach will leave Digbeth back to Cambridge and drop off at Grand Central Apartments and IBIS Central – Participants to make own arrangements for Dinner |                 |

| Day 4         | Thursday 12 <sup>th</sup> July 2018   |  |
|---------------|---|--|
| 09:30         | Participants to arrive at Cambridge Judge Business School – Lecture Theatre 4 |  |
| 09:30 – 11:00 | Failure in Social Enterprise – Neil Stott                                     |  |
| 11:00 – 11:30 | Refreshment Break   |  |
| 11:30 – 12:30 | Failure in Social Enterprise (continued)                                      |  |
| 12:30 – 13:30 | Participants to make own arrangements for Lunch                               |  |
| 13:30 – 18:00 | Mentoring Sessions start – Please refer to schedule on the day for locations  |  |
| 18:00         | End of Day Four – Participants to make own arrangements for Dinner            |  |

| <b>Day 5</b>  | <b>Friday 13<sup>th</sup> July 2018</b>   |
|---------------|---|
| 09:30         | Participants to arrive at Cambridge Judge Business School – Lecture Theatre 4   |
| 09:30 – 11:00 | Making an Effective Pitch – Andrea Cockerton  |
| 11:00 – 11:30 | Refreshment Break   |
| 11:30 – 12:30 | Sales for Social Entrepreneurs – Mark Goodson   |
| 12:30 – 13:30 | Participants to make own arrangements for Lunch   |
| 13:30 – 14:00 | Taxis will leave Cambridge Judge Business School for Small Group Visits in Cambridge – Please refer to the Group Schedule |
| 14:00 – 15:30 | Groups to Visit – Location 1  |
| 15:30 – 16:00 | Taxis to pick up groups to next Group Visit – Location 2  |
| 16:00 – 17:15 | Groups to visit – Location 2  |
| 17:15         | End of Day Five – Taxis to take groups back to City Centre.<br>Participants to make own arrangements for Dinner           |

| <b>Day 6</b>  | <b>Saturday 14<sup>th</sup> July 2018</b>                                     |
|---------------|---|
| 09:30         | Participants to arrive at Cambridge Judge Business School – Lecture Theatre 4 |
| 09:30 – 11:00 | Learning from the US: Job Creation Social Enterprises – Karen Anderson        |
| 11:00 – 11:30 | Refreshment Break   |
| 11:30 – 12:30 | The UK context: Government Interventions – Belinda Bell                       |
| 12:30 – 13:30 | Lunch Break - Participants to make own arrangements                           |
| 13:30 – 18:00 | Student Presentations & Certificates – Belinda Bell                           |
| 19:00 – 22:00 | End of Programme College Dinner at Jesus College                              |