



The Investec Entrepreneurs' Summit

May 25, 2011 Altitude London, Millbank

Hosted
by Real
Business
& CBI

Give your Business an Unfair Advantage

Lessons in Restless Leadership and Innovation

Programme

Morning session: Millbank Media Centre

09.00 – 10.00: Guest arrival, registration, tea/coffee and networking

10.00 – 10.10: Welcome from Real Business, CBI and Investec

10.10 – 10.35: The Collaborative Edge

Lessons from Specsavers' founder about how she created a £1bn empire based around partnerships.

Dame Mary Perkins, founder, Specsavers

10.35 – 11.15: Entrepreneurs' Question Time: Your business and the UK economy

How do economic prospects look for 2011 and beyond? What support will small and mid-sized companies get? How can your business influence the agenda? Put your questions to:

Vince Cable MP, business secretary

John Cridland, director-general, CBI

Luke Johnson, chairman, Risk Capital Partners

Philip Shaw, chief economist, Investec

11.15 – 11.30: Enterprise as Opportunity

Julie Meyer, CEO, Ariadne Capital and BBC online Dragon, in conversation with Stelios Disabled Entrepreneur of the Year award winner **Vanessa Heywood**.

11.30 – 12.00: Coffee and networking (full wifi availability)

12.00 – 12.20: Make them Loyal, Make them Engage, Make them Pay

How do you move your business beyond functional marketing to genuine engagement and customer loyalty? Marketing masterclass from the man who built an international service giant.

Simon Calver, CEO, LOVEFILM

12.20 – 12.50: 4 Digital Shots: Mobile; Social; Global; Recommendation

Dan Cobley, vice president of marketing, Northern and Central Europe, Google

Andrew Gerrard, head of social business, Like Minds

Lara Morgan, founder, Company Shortcuts

Andy Phillipps, executive chairman, Reevo

12.50 – 14.00: Lunch in the RIVER ROOM

Gourmet buffet lunch and networking

Strategy roundtable: **Lara Morgan**, founder, Company Shortcuts

China roundtable: **Daniel Jacoel**, CEO, Young Icebreakers, on building your China network

Plus: pay a visit to our interactive forum

Afternoon session: Millbank Media Centre

14.00 – 14.30: How to Know More than your Competitors

What will your customers want in two years' time? Be first to understand. One trend-spotter; one world-class entrepreneur

Martin Raymond, strategy and insight director, The Future Laboratory

Richard Harpin, chief executive, HomeServe

14.30 – 14.45: How to be an Extreme Innovator – animation & inspiration

His business literally brings life to the screen. An incredible presentation from one of Britain's most innovative businesses and entrepreneurs.

Torsten Reil, co-founder and CEO, NaturalMotion

14.45 – 15.15: Be Disruptive, Reach New Markets

What's the quickest way to reach new markets? Disrupt an old one. Wonga has reinvented an industry, offering short-term loans online at the click of a button. Consumer finance will never be the same again. Why shouldn't your sector do the same? Your guide to challenging the status quo.

Errol Damelin, CEO, Wonga.com

15.15 – 15.45: Growth Beyond Borders – masterclass

He started it. He built it. He took it public. He grew it around the globe. And he's still growing it. An incredible life story and lessons in true entrepreneurial success.

Charles Dunstone, founder, Carphone Warehouse

15.45 – 15.55: Closing remarks

16.00 – 17.00: Real Business face-time in the RIVER ROOM

Timings subject to change