

Pitching for Business

28-29 September 2010

Cambridge

Provisional Programme

Course Directors:

**Penny Attridge, SPARK Ventures
Maureen Kelly, Keystone Law**

DAY ONE

Tuesday 28 September 2010

Chair:

1000-1030 *Registration and Tea/Coffee*

1030-1115 Welcome and Setting the Scene

Penny Attridge – *SPARK Ventures*

1115-1200 What is Pitching?

Mark Payton - *Mercia Technology Seed Fund*

1200-1315 Précis Skills

Maureen Kelly – *Keystone Law*

1315-1415 *Lunch*

1415-1515 Engaging your Audience

Maureen Kelly

1515-1600 How to Pitch

Mike Bowman – *E-Synergy Limited*

1600-1615 Practical Tips for Pitching

Rob Pinnock - *Merck Sharp & Dohme*

1615-1630 *Tea/Coffee*

1630-1730 Review of Good and Bad Pitches

Penny Attridge

1830-2030 *Networking Event (inc buffet dinner)*

PraxisUnico.

Commercialising research

DAY TWO

Wednesday 29 September 2010

Chair:

0830-0845 Introduction to Day Two

0845-1000 Pitching for Business - now it's your turn Penny Attridge

1000-1030 Tea/Coffee

1030-1100 Feedback

1100-1230 Preparing the Main Pitch Maureen Kelly

1230-1330 Lunch

1330-1500 Delivering the Main Pitch *Panellists*
Penny Attridge
Valerie Jolliffe - *Javelin Ventures Limited*

1500-1600 Feedback including video replay of each delegate pitching (*inc tea/coffee*)

1600-1630 Review of Lessons Learned Penny Attridge

1630 *Close and feedback forms*
