



*Helping you develop your business*

# Advising Students On Business Start-up

When a student says 'I'd like to start my own business' they expect you to be encouraging and offer some immediate help, yet you may have expected to give them some career specific advice! So what do you do? You aren't a business adviser but you want to help.

This half day workshop will give you the tools to support the student, providing them with some immediate actions and signposting to business support agencies and resources.

During the half day you will explore

- Why students want to start a business
- Why students are ideally suited to starting a business
- How to encourage the student to begin thinking through business ownership as a career option
- How to find who else can help

## Workshop leader

Dean Maragh and Richard Hanage have worked extensively with Graduate start-up both in England and internationally. Their experience and participation in both practical delivery and academic research means that they have an excellent understanding of graduate entrepreneurship

Working with Durham Business School, they have been cornerstones of the North East graduate entrepreneurship programmes. Their work currently extends throughout the North East, Yorkshire Universities, AGCAS and NCGE.

Internationally, Dean helped established the first graduate enterprise programme in Vietnam whilst both currently work with graduates in Croatia

## How will it help me?

- Discussion of reality and best practice to help you help your students
- Practical tools to help you and prompt you
- Organisational contacts to help you signpost
- Provides a consistent approach to business start-up when you might be the first contact

## Who should attend?

Specialist careers advisers to raise their awareness

Business advisers to help them understand this sector

New staff of enterprise or incubator units

## The next step

Enrolling on this workshop is simple and straightforward - and you have 3 ways of contacting us

- Email: [info@the-watershed.co.uk](mailto:info@the-watershed.co.uk)
- Telephone: 0800 0680897
- Return the enclosed faxback



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