



# **INTERNATIONAL ENTERPRISE PROMOTION CONVENTION**

**15-17 November 2009 - Harrogate, North Yorkshire, UK**

## **NEWS RELEASE 7- Statistics**

**1<sup>st</sup> INTERNATIONAL ENTERPRISE PROMOTION CONVENTION was voted a great success!**

There was an excellent response to a major new international convention on enterprise promotion which was staged in the Harrogate International Centre in Yorkshire on 15-17 November 2009. In total 1,133 enquiries were received out of which 502 delegates registered to attend over the three days, including our sponsors, supporters, speakers and exhibitors, which is a magnificent achievement for the first ever International Convention on Enterprise Promotion.

The Convention was organised on a low-cost not-for-profit basis so that as many SME specialists and support organisations as possible could attend from both the UK and overseas – including for example: *Business Advisers, Brokers, Coaches, Consultants, Counsellors Facilitators and Mentors; Entrepreneurship Educators, Teachers & Trainers; Financiers & Venture Capitalists; Government SME Policy Makers & Development Agencies; Incubation & Innovation Centres; Science Parks; Qualifying Bodies; Professional Institutes; SME Support Organisations; Trade Associations; Chambers of Trade & Commerce, etc.*

This new Convention also enabled many overseas delegates to exchange views and learn about best practice in enterprise promotion. In total 98 international delegates attended from 35 different countries, all drawn from practitioners and policy-makers in small business support, enterprise education and training.

The aim of the Convention was to share best practice and innovation in the creation and support of small businesses world-wide. There were 153 presentations of best practice and innovation in the creation and support of small businesses in 4 Plenary Sessions and a total of 41 Parallel Workshop Sessions.

**PLENARY SESSIONS:** There were three main plenary Sessions covering the following topics:

1. Enterprise Support Policy & Practice – 4 presentations
2. Entrepreneurship Education & Practice – 3 presentations
3. Enterprising Inspiration – 3 presentations

**MAIN THEMES:** The main themes covered in 11 parallel Workshops, Case Studies and Debates plus the number of presentations on each theme were as follows:

- A - Advancing entrepreneurship education and training world-wide – 12 presentations
- B - Business creation and development - stimulating start-ups – 17 presentations
- C - Community, ethnic, minority, rural and social enterprises – 11 presentations
- D - Developing enterprise in emerging and transition economies – 20 presentations
- E - E-business, e-learning, e-mailing and website marketing – 12 presentations
- I - Innovation, incubation, networks and knowledge transfer – 17 presentations
- M - Management, skills, environmental and global growth issues – 13 presentations
- S - Supporting small business development world-wide – 12 presentations
- V - Venture capital, business angels, finance, regulation & taxation – 8 presentations
- W - Women's enterprise and family business development – 11 presentations
- Y - Youth enterprise support programmes world-wide – 11 presentations

The associated “Enterprise EXPO” comprised 53 professional service providers, publishers of business magazines and books, software and training programmes, trainers, consultancies, franchises, etc. **PTO**

**- best practice and innovation in the creation and support of small businesses world-wide**

## News Release 7 *(continued)*

### **CONVENTION EVALUATION ANALYSIS:**

All participants were asked to complete Evaluation Forms either before departure or on-line after the event. A total of 69 Evaluation Forms have been returned to date and these show overwhelming satisfaction with the practical arrangements and content of the Convention. In summary, the assessment of each of the main elements of the Convention was as follows: *(For full details ask for the Evaluation Analysis EP968)*

<b>Factor:</b>	<b>Very Good</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Fair</b>	<b>Poor</b>	<b>Very Poor</b>
Marketing:	44.4%	36.2%	15.7%	3.4%	0.3%	0.0%
Programme:	41.3%	41.0%	13.0%	1.5%	0.6%	2.6%
Social Events:	42.3%	39.7%	11.1%	4.8%	0.0%	1.6%
Organisation:	50.2%	37.4%	10.7%	1.0%	0.0%	0.7%
Venue Facilities	52.6%	33.1%	9.0%	3.8%	1.5%	0.0%

<b>Questions:</b>	<b>Yes</b>	<b>Not sure</b>	<b>No</b>
Was it worth the time to travel and attend?	90.6%	6.3%	3.1%
Was it worth the cost to travel and attend?	82.5%	14.3%	3.2%
Would you aim to attend this Convention every year?	85.7%	0.0%	14.3%
Would you prefer the same time of year?	76.5%,	0.0%	23.5%
Would you prefer the same days of the week?	74.5%,	0.0%	25.5%
Would you like the same overall timetable?	87.8%	0.0%	12.2%
Should the registration fee structure be the same?	95.7%	0.0%	4.3%

### **NOTES FOR EDITORS:**

The Convention was organised by Perlex Associates of Harrogate on behalf of the **International Association for Enterprise Promotion**. David Irwin as its first Chairman explained that *“the purpose of the association, and of the first International Enterprise Promotion Convention, is to provide a forum to enable practitioners to share their lessons and to seek new ideas from others. This was a new opportunity for all business advisers, coaches, consultants, counsellors, educators, financiers, mentors and trainers to promote their own successes and to network with like-minded specialists in enterprise creation and development from around the world.”*

The Convention was sponsored by **UK Trade & Investment, Yorkshire Forward, Leeds Metropolitan University, RBS NatWest, Enterprise Europe Network Yorkshire and The Alternative Board.**

It was supported by The Queen's Awards Office and many recipients of **The Queen's Award for Enterprise Promotion**. In addition 22 partner organisations in the small business support sector in the UK and internationally facilitated workshops with case studies and examples of programmes that help individuals to start their own business and then guide them through the initial development phase to a secure trading position in their own Country and onward into the global market.

**NEXT YEAR?** IEPC will be held again next year at the Harrogate International Centre on Monday to Wednesday, 8-10 November 2010, subject to contract.

**FOR FURTHER INFORMATION:**– Tel: +44(0)1423 879208 Fax: +44(0)1423 870025

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