



**DAY ONE:**  
2nd November 2009  
19:00 - 21:00

**DAY TWO:**  
9th November 2009  
19:00 - 21:00

19:00 – 19:30

Registration

19:30 – 19:45

Welcome delegates. Introduction of Alexander and purpose of workshop.

19:45 – 20:15

**What is an Entrepreneur?**

- Alexander to explain what an Entrepreneur is.
- What makes an Entrepreneur?
- What makes an Entrepreneur successful?
- What should Entrepreneurs look for in a business?

20:15 – 20:30

Break

*“ Without the right idea, you’re wasting your time ”*  
Alexander Amosu

20:30 – 21:00

**What’s behind a business idea?**

- Alexander to explain what is behind a business idea.
- How does Alexander come up with ideas?
- Where do his inspirations come from?
- What’s a USP?
- How do you make your idea stand out?
- You have your idea, now what?
- Looking for opportunities

19:00 – 19:30

Registration

19:30 – 19:45

Welcome delegates. Introduction of today’s workshop.

*“ As long as you’re going to be thinking anyway, think big ”*  
Donald Trump

19:45 – 20:15

**Self-belief**

- Believing in yourself and your new idea
- What is believing in yourself?
- Alex shares his experience of believing in himself, his ideas and launching the “worlds most expensive...”
- The mindset – “it’s OK to fail”

20:15 – 20:30

Break

20:30 – 21:00

**Verbal Magic & Selling Techniques**

- How to pull business in a bar
- Listening and speaking skills that are required in a business
- Getting people to listen to you and buy your pitch
- Successful networking - how to do it.



**DAY THREE:**  
16th November 2009  
19:00 - 21:00

**DAY FOUR:**  
23rd November 2009  
19:00 - 21:00

19:00 – 19:30

Registration

19:30 – 19:40

Welcome delegates. Introduction of today’s workshop.

19:40 – 20:00

**Get the best out of the recession**

- How does the recession affect new businesses?
- How to make money in the recession.
- Why the recession could be good for business and new business ideas?

20:00 – 20:15

Break

“ *Never invest in a business you cannot understand* ”  
*Warren Buffet*

20:15 – 20:40

**Investment**

- How to obtain investment for your business
- What an investment is for
- What to expect from people who are investing in your business
- Creating your elevator pitch
- What do investors look for in a business?

20:40 – 21:00

Your Questions for Alexander Amosu

19:00 – 19:30

Registration

19:30 – 20:00

**Idea Idol**

‘Idea Idol’ is an opportunity for workshop attendees to pitch their idea to Alexander and the rest of the audience. This is the chance for them to put everything they have worked on and everything they have learned to practice. Each pitch should last no more than 30-40 seconds.

20:00 – 20:15

Break

20:15 – 20:30

Alexander’s Feedback on Idea Idol

20:30 – 20:40

Final points and announcements

20:40 – 21:00

Your Questions for Alexander Amosu