

**movers! shakers! agitators! innovators!**



**make it happen**

7 days - 37 events  
countless ways to boost  
your employability  
through enterprise!



16th - 22nd November (week 7)



## **Make It Happen Event Guide**

## Your Enterprising Lancaster Award

Find out what you can do this week to accelerate your Lancaster Award achievements.

### Key info:

- Time: 9:30am - 10:30am
- Location: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Info session = 0pts



**What's this event about?** Attending lots of events this week will boost your progress towards your Lancaster Award. Input sessions and workshops are worth 5pts and there are lots of things you can sign up to that will earn you another 15pts. If you go the whole hog and end up starting a business, it's worth 20pts!

Every Make It Happen event profile on TargetConnect includes key info telling you what attending it counts towards and the number of points it is worth. Of course, this session won't earn you any points, but it will get you on your way!

## Demystifying Work Experience

High Fliers have found that having work experience is vital to finding a graduate job in 2015. Learn more about what you can get involved in at this work experience opportunities showcase.

### Key info:

- Time: 10:30am - 11:30am
- Location: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Workshop = 5pts

### What's this event about?

Around two thirds of employers will seek to keep on graduates who have worked for them in the past - daunting, isn't it? Especially if you don't know where to look for great work experience opportunities

This session will showcase the best the university has to offer in terms of work experience placement, whether you know exactly what you want to do following graduation, or whether you really aren't sure. Come and hear from students who have taken advantage of these opportunities and talk to them about your career plans and make them a reality!

Book [here](#)

## Hot Projects? Hot Soup!



There are lots of new projects, challenges and opportunities to make things happen throughout this academic year. Each one can add real value to your Lancaster Award. Come for a chat over lunch and enjoy a free cup of fresh hot soup on us.

### Key info:

- Time: 12noon - 1pm
- Location: Green Lane, The Hub
- Pathway: Enterprise & Innovation
- Lancaster Award: Campus/Community Activity = 10pts (upon completion)

**What's this event about?** Each day there will be a special presentation by one or more of the Hot Project leaders but you can find out about them all if you just drop in on **any day Monday to Friday**. Hot Projects include:

- InnovEat: learn about food sustainability and food business models, gain skills and qualifications, and develop a food business idea for campus
- Ahead of the Game: explore gameification by working in a team to design, produce and market an educational boardgame
- U Start: make your idea mean business via Lancaster's startup accelerator scheme for businesses, social enterprises, freelancers and more
- Mind Your Own Business: try your luck at winning a work spaces for your startup business through this termly competition
- U Social: join forces with other social innovators through this student-led network for aspiring social entrepreneurs
- Innovation Hub: bring your ideas to innovate campus see who can help you make it happen
- PG Rise: join a multidisciplinary team of Postgrad Researchers and tackle a research innovation challenge
- Colleges Cyber Challenge: compete for your college in this cyber security business competition
- Frontrunner: develop your leadership and teamworking skills, aimed at people with disabilities/health & wellbeing challenges
- Society consulting projects: Gain experience working with startups through the Lancaster Entrepreneurs Society, Business & Sustainable Development Society or Marketing Society

**Did you say hot soup?** In your programme you'll find a Hot Projects? Hot Soup! voucher. Bring it into the hub during one of these sessions and enjoy cup of hot fresh soup and some bread to dunk in it. Perfect for a cold autumn day!

Book [here](#)

### Ideation Station: Food for Thought

This Ideation Station is for those interested in starting their own food business and looking to develop their ideas.

**Key info:**

- Time: 12:45pm - 1:45pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts



**What's this event about?** Whether you've just got the seed of an early thought, a plan that needs perfecting, or have no idea where to start, this workshop is for you. Find out more about starting a food business and learn techniques to use in the future to generate, test and communicate ideas.

Book [here](#)

### Introduction to FLUX

Do you want to represent Lancaster University at the FLUX national business challenge competition?

**Key info:**

- Time: 2pm - 3pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Info session = 0pts

**What's this event about?** FLUX is an annual competition for teams of university students from across the UK - it is one of the largest national competitions for the UK's brightest brains! This year's competition will be held in January 2016 and we're looking for a team to compete on behalf of Lancaster. The competition requires teams to tackle a challenge set by a real business in order to win the national title and a prize. Teams use the XING tool to organise and present their business plan to a panel of judges from a range of companies and other organisations.

A XING set comprises a reusable board and a large set of hexagonal cards, each with an element of the business plan - including people, products, activities, considerations, etc - that allow each team to prioritise and identify a unique approach to solving the problem. The competition will test your creative problem solving and teamworking abilities, as well as your presentation skills and commercial awareness. Whether you win or not, you'll learn lots and have the opportunity to meet top class employers and other useful contacts. Teams of up to six people will win up to £1200 and gain valuable employability skills. Past students say "Flux was challenging [...] it was the most amazing and fun experience that I would DEFINITELY do again!"

If you'd like to find out how you can join this year's team for Lancaster and the preparation programme to ensure you've had plenty of chance to practice, join us for this intro session, delivered by Shelley Morgan from the Careers team. You can also sign up to the qualifying sessions on Monday 23 and Thursday 26 November (6-8pm Cavendish Lecture Theatre).

Book [here](#)

### Tech Startup Panel

Insights from those who've brought their mobile apps and other digital developments to life, won investment or found ways to generate income from their tech skills.



#### Key info:

- Time: 3:30pm - 5pm
- Location: Green Lane, Big Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

**What's this event about?** If you've ever had an idea for an app, wondered how your coding skills might help a tech startup, or identified an online business opportunity but need help from a developer to make it happen, then this event is for you. You will hear from a range of people who have done all these things and more. It's also a great chance to find other students with complementary skills, ideas or contacts that you can buddy up with and boost your progress to achieving your tech vision.

Book [here](#)

### Towards an Engaged University (Opening Event)

Find out what Lancaster University is doing to enhance your experience while you are here and your opportunities when you leave.

#### Key info:

- Time: 5:30pm - 7pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Info session = 0pts

**What's this event about?** Many universities compete on the extent to which they are Enterprising, Innovative or Entrepreneurial. But what does this mean?

A recent analysis placed Lancaster University 7th in the world for its research into Small & Medium Enterprises. We were one of only three institutions to be awarded the Gold Small Business Charter in 2014 for our work with both external businesses and student startups. Hundreds of staff are currently working to create opportunities inside and outside the classroom to ensure students gain essential skills for the workplace, among these the open invitation to students to innovate and improve their lives on campus in a variety of ways.

Professor Ellie Hamilton (Department for Entrepreneurship, Strategy and Innovation) argues that we are, in fact, an Engaged University. Find out from her what this means, along with others from across the institution, including Professor Andrew Atherton (Deputy Vice Chancellor), and gain insights into some of the initiatives underway to ensure enterprise enhances your experience while you are here and your opportunities when you leave.

Book [here](#)

## Ideation Station: Creative Problem Solving

In creative problem solving, the quality of the solution depends on your ability to generate ideas. With creativity hitting the headlines of what employers want, how trained is your mind to deploy idea generation techniques?

### Key info:

- Time: 9:30am - 11:00am
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** This Ideation Station with Dr Matt MacDonald will introduce you to the concepts of idea creation and allow you to try out some tools to generate a greater and wider variety of ideas. Get creativity into the toolkit of value you can offer to an employer or a world challenge!

Book [here](#)

## Making the Most out of LinkedIn

### Key Info:

- Time: 11am – 12.30pm
- Location: Engineering Building A007/A008 (Computer Lab)
- Pathway: Careers and Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** Are you making the most of your membership of LinkedIn? Creating your profile is only the first step to making the most of this extensive professional network!

This practical workshop will provide an opportunity to explore the many ways that LinkedIn can assist with career planning and job search activities or connect you with people who share your passions and interests.

This workshop will benefit students who already have a LinkedIn profile; if you do not have a LinkedIn profile you may be interested in the workshop Create a Professional and Engaging LinkedIn Profile or the webinar LinkedIn for Beginners – Webinar.

### What's Commercial Awareness and how do I get it?

Commercial Awareness is more than just an employability buzzword; it's your chance to really get an understanding of potential employers and your value to them.

**Key info:**

- Time: 1pm - 2pm
- Location: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** Commercial Awareness combines a number of elements, including your understanding of how businesses tick and what's going in their sector or industry. The best way of gaining this is to undertake relevant work experience. However, before you do this, there's a lot you need to do to ensure you have a real appreciation of how businesses create and deliver value to customers. We'll introduce you to an invaluable framework that allows you to unpick the internal operations of any business from the outside, even just from the information they provide on their website, as well as a handy set of questions to help you analyse the main trends and drivers influencing their strategies.

With these insights you are certain to make a stronger impression at interview, to get to grips more easily with your role once you are in the workplace, and to ensure both you and your host or employer gets the most out of your placement experience or first graduate position.

Book [here](#)

### What's an Entrepreneurship Visa?

Do you want to start a business in the UK when you graduate?

**Key info:**

- Time: 2:30pm - 3:30pm
- Location: Green Lane, Big Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

**What's this event about?** If you are a non-EEA national who requires a visa to be in the UK, did you know that there is a special visa that enables you to start your own business in the UK after you graduate?

The Tier 1 (Graduate Entrepreneur) Visa grants you an initial 12 months\* of eligibility after graduation to legally work in the UK towards starting your own business (\*with the possibility of extending for a further 12 months).

Lancaster University can endorse a limited number of new visa applications each year from students interested in this career path. Each applicant is required to submit a strong business plan outlining how the proposed business idea will operate in the UK.

The session will include:

- Presentation and Q&A with a member of the International Registry Team about the visa scheme, eligibility criteria, financial requirements, etc.
- Introduction to the business planning support you can access to increase your chances of submitting a successful application, regardless of whether you are an experienced entrepreneur or a complete novice.

Book [here](#)

### Do career choices exist?

How do your social, cultural and psychological preferences shape your working life?

**Key info:**

- Time: 4:30pm - 6:00pm
- Room: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** Everyone has preferences in their lives. You might choose tea over coffee, be a night person rather than a day person or prefer exams over essays. Preferences can shape the type of role you are good at, the tasks you struggle with and, in general, the satisfaction you derive from your working life. This interactive and challenging workshop, delivered by Rory Daly and Kat Price Edwards from the LUMS Careers Team, will help you to identify areas for development and some tips and techniques to enable you to manage this development.

Book [here](#)

### Innovate Your Society

How can your society live up to its potential and innovate to achieve and deliver more?

**Key info:**

- Time: 18:00-20:00
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** Where there is a collective of people there is potential – a network of motivated individuals has the potential to be more powerful than any amount of budget or experience. Do you think there might be more that your society could achieve? Do you perhaps have specific ideas regarding innovative activities or steps you would like to take through your society? LUSU have helped several student societies and groups to deliver ground-breaking events, establish innovative levels of activity that have set the group apart from others and in many cases even brought in a new source of income. This session will be a combination of idea generation and refinement and a discussion of what needs to be considered when venturing out into the unknown as a society or student group.

Click [here](#)



## Networking by Numbers

Learning the art of being a successful networker is one of the greatest assets you can add to your portfolio of skills.

### Key info:

- Time: 9:30am - 10:55am
- Location: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** Developing your network can help you to achieve your personal and professional goals, as well as being an enjoyable and sociable experience. However it can be very daunting knowing how to approach people you don't know and nurturing your network. Come along to this informal, fun and friendly workshop delivered by Mike Ode from Potential Unearthed and get some top tips on how to be an effective networker.

Book [here](#)

## Ideation Station: Into the Creative Zone

If we're trying too hard, we've probably not got into the creative zone. But how do we get there?

### Key info:

- Time: 11am - 12pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** In this session we'll use some ways to let intuitive creativity emerge, while holding our evaluative habits at bay. How can we create different perspectives and use them to shed new light on a problem? This Ideation Station will be led by Will Medd, a performance coach and author of 'Get Sorted - how to make the most of your student experience' (Palgrave 2015).

Book [here](#)

## Introduction to Marketing and Project Management

Do you want the experience of managing a project?

### Key Info:

- Time: This session is a two part course. Day One: Wednesday 18th November, 1pm – 3.30pm. Day Two: Friday 27th November, 12pm – 3pm
- Location: Bowland North Seminar Room 20
- Pathway: Careers and Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** In this new and exciting workshop you will have the chance to hear from an employer on 'What is project management', and how to use marketing tools within your project. You will then use this information to plan a project given by Santander and come back to deliver your project in the second part of this course. Feedback from careers staff and staff from Santander will be given followed by reflection on your contribution.

### This is a two part course:

You must enrol and attend both days. By signing up to day 1, you will be automatically enrolled onto day 2)

Wednesday 18th November 13:00 - 3.30pm

Friday 27th November 12:00 - 15:00

This is your chance to meet an employer with project management experience, how they plan, assess and manage projects and to network over coffee with your ideas.

Book [here](#)

### **Fast Forward to Business**

A whistlestop tour of all the practical aspects of starting up in business - and all the people who can help you along the way.

**Key info:**

- Time: 3:30pm - 5pm
- Location: Green Lane, Big Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

**What's this event about?** If you've ever wondered about starting a business - whether it's a company, social enterprise or freelance practice - you've probably concluded that it's all a bit complicated. This session will help to answer some of the questions you may have about what kind of business structure to choose, what's involved in registering accounts and paying tax, what contracts and insurances need to be in place, how to deal with IP, and of course, how much it will all cost.

You might be surprised to learn that it's not as complicated as you might expect, and that there are plenty of people on hand who are happy to help you make the right decisions - for free.

To ensure you get the chance to learn about all the various aspects of starting your business, this session will follow a speed networking format, enabling you to speak to as many people as possible in the shortest period of time. You'll then have chance to follow up in more detail with anyone you'd particularly like to hear more from, and of course, you'll be able to take away their contact details for future reference.

Don't miss a unique opportunity to get all your questions answered and boost your confidence to make your ideas happen.

Book [here](#)

### **Are U a Social Innovator?**

You may have a sense that you can do more to help create a better society but with so many challenging issues and people in need, how do you get started?

**Key info:**

- Time: 5:30pm - 7pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts (+potential volunteering = +15pts)

**What's this event about?** If you're fired up to create positive change in the world around you, how do you make sure you channel your energies where they can make most difference? Think Global, Act Local!

In this session you will have the opportunity to hear from Jez Hall and Matt MacDonald, two directors of [Shared Futures](#), a Community Interest Company that supports social entrepreneurs to make a difference in the Northwest. This is a great opportunity to find out what the real challenges facing this region are, who is already working to deliver positive change and where you can get involved.

The event is sure to attract other people like you, so this is the perfect way to find those with common interests, skills and passions who you can work with to create new projects that tackle real local problems.

Book [here](#)

## Every Idea Counts (Ideation Station)

When working as a team we often dismiss ideas before even suggesting them for fear of being judged, in doing so we inhibit our creativity.

### Key info:

- Time: 10:00am - 11:00am
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** This Ideation Station, created by designer Ben Shreeve, is aimed at helping you rediscover your creativity and the importance of using your imagination. Every idea counts!

Book [here](#)

## What's the Big Idea?

Find out about Santander Universities' brand new tech challenge and the opportunity to win £20,000!

### Key info:

- Time: 11am - 12noon
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Info session = 0pts

**What's this event about?** Hot on the heels of Santander Universities' 60 Second Pitch comes the Big Idea. This is a national challenge for teams to crack one of three digital challenges faced by Santander and many other large organisations. The winning team will win £20,000 and the chance to join Santander in implementing their solution. Sarah Longergan from the campus branch of Santander will tell you all about the scheme and the other opportunities available to enterprising students through the Santander Universities Enterprise Portal (SUE).

Book [here](#)

### How to negotiate like a pro

Negotiation skills will help you on a daily basis, whether you're trying to close a deal or hold your own in a high pressure situation.

#### Key info:

- Time: 1pm - 2pm
- Location: Green Lane, Big Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

**What's this event about?** Learn how to increase your bargaining power - you always have more than you think - through:

- The 7 stages of negotiation
- The 6 essentials of bidding
- 16 negotiation behaviours

You will then have the opportunity put your new knowledge into practice through a negotiation role play scenario. Can you get what you want from the deal? This session will be delivered by Tom Stevenson, founder and director of [The Twenties London](#), a training and consultancy business for people in their twenties run by people in their twenties.

Book [here](#)

### Insight into Frontrunner

Find out about this student leadership programme which will be delivered for Lancaster University in April 2016 by Common Purpose.

#### Key info:

- Time: 2:00pm - 3:00pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** The Frontrunner programme explores leadership by taking you behind the scenes in the city of Lancaster to find out how it works. If you participate in the programme you will meet leaders from an incredible range of organisations across different sectors (many of whom will be potential employers), explore local issues, how leaders are tackling them and the value of diversity in the workplace.

In this session session you will hear from past Lancaster Alumni of the programme, who will share their experiences and how they have embedded their leadership learning into their time at university, their community and their career. This session will also introduce you to some of the key themes discussed over the 3 day programme, such as 'Cultural Intelligence' and 'Leading Beyond Authority'.

Book [here](#)

### **LinkedIn to Business**

Discover the hidden secrets of LinkedIn that can be unlocked to help drive sales for your business.

#### **Key info:**

- Time: 3pm - 4pm
- Location: Green Lane, Big Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

#### **What's this event about?**

This training workshop looks at how LinkedIn has evolved to become a fundamental aspect of the sales process, particularly in relationship driven sectors. It looks at how the sales process and consumer behaviour has evolved, and how LinkedIn should be the first stop for anyone seeking to grow their business. You'll also gain some top tips for identifying and building profitable relationships using LinkedIn.

Daniel is the owner of Mega Social Ltd, helping businesses to identify new sales opportunities using social media. As well as advising on content marketing strategies and social media advertising Daniel helps businesses to identify profitable leads within existing networks and opportunities for new business through referrals.

Book [here](#)

### **Research & Innovation**

Find out about the services available to academic researchers at Lancaster to help enhance the social, environmental or commercial impact of your research.

#### **Key info:**

- Time: 4:30pm - 5:30pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Info session = 0pts

**What's this event about?** This session will feature three short presentations from members of Research & Enterprise Services around:

- IP Development Service: provides support in identifying IP value of your research, including registering patents, licensing and spin-outs
- Lancaster University Consulting Services (LUCS): provides support in administering any external consultancy work you undertake, including contracts and invoicing
- PG Rise: provides multidisciplinary teams of PGRs to help you research the market potential for your inventions and other research outputs

This will be followed by opportunities to discuss your ideas with any of the RES staff present to see how we might help you move forward.

Book [here](#)

**Startup Stories (Make It Happen social event!)**

Personal, honest and wise; valuable career insights for all from entrepreneurial alumni.

This is the big social event for the week, so come and let your hair down!

**Key info:**

- Time: 6pm - 9pm and beyond!
- Location: Green Lane, Wide Room
- Pathway: Entrepreneurship / Careers & Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** If you are still exploring career options and sectors, or you have ever wondered what it takes to be or work with an entrepreneur...then join us for this story telling event with Lancaster alumni who will share the highs, the lows and lessons learned on their own entrepreneurial journeys; transitions from blue chip careers to starting their own businesses, making a life and a living from their research, or simply fulfilling their purpose by doing something to make positive change for people. Nibbles and drinks will be provided.

# Friday



## Show me the money!

An engaging workshop introducing different options for financing startup or business growth.

### Key info:

- Time: 9:30am - 11:00am
- Location: Green Lane, Long Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

**What's this event about?** Enterprise Team Manager, Jon Powell, will facilitate a series of quickfire presentations introducing different options for financing start up or business growth. Hear from Santander, LUSU Innovation Team, the Enterprise Team and others who can help you to find funding for your enterprise idea. Bacon sandwiches and refreshments will be provided - please email [enterpriseteam@lancaster.ac.uk](mailto:enterpriseteam@lancaster.ac.uk) with any dietary requirements.

Book [here](#)

## Insight into Employability

You've probably heard of the term "employability skills" - but what are they?

### Key info:

- Time: 10am - 1pm
- Location: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** Come to this fun and interactive workshop to find out what employers think the top skills are, and have a chance to actually practice some of them during the workshop. The workshop is run by people who work for top employers and LU careers staff – so you can develop some great contacts and be sure that the advice they give is useful and relevant to you. You'll get to work in a team to use the employability skills that you want to practice - so hopefully you'll get to have some fun while it's also relevant to you personally too!

Book [here](#)



### Focus on Presentation Skills

It can be daunting giving a presentation - whether it's by yourself or in a team, as part of your course or to secure a fantastic job.

#### Key info:

- Time: 12pm - 1pm
- Location: Green Lane, Big Room
- Pathway: Careers & Employability
- Lancaster Award: Workshop = 5pts

**What's this event about?** Presentations are part of working life - so the more you practice, the better you are likely to perform when it counts. This is your opportunity to learn how to plan and deliver an engaging presentation in the safety of a non academic/interview situation with less pressure to perform.

FDM Group, a graduate employer, is going to run this short session for you. They deliver presentations all the time and can help with any fears or concerns you may have, as well as sharing their top tips.

Book [here](#)

### Lead and Change

Explore the power of relationships when creating change and achieving your vision.

#### Key Info:

- Time: 1pm - 2pm
- Location: Bowland North Seminar Room 2
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** This session, run by LUSU, will explore the power of relationships when bringing about change and how to sustain this power through networks, leadership styles and collaborations. How to understand your followers and frame your message effectively to nudge those in power towards your vision. If you're a student officer, exec member, or social entrepreneur trying to create change, this session will give you the tools to set you on the right track.

Book [here](#)

## **Business Modelling by Design**

Starting lean is the key to bringing your idea to life in a new operating environment that blurs the lines between customers and creators. Nothing is better suited to helping you navigate your way than design thinking tools and techniques.

### **Key info:**

- Time: 1:30pm - 2:30pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Workshop = 5pts

**What's this event about?** The Lean Startup, by Eric Ries, shows us that there has been a paradigm shift between the traditional entrepreneurial pathways from closed innovation to market and the contemporary approach through iterative, crowdsourced, open innovation. This has been made possible by the proximity between those creating and those consuming afforded by digital media, to the point where it's often hard to tell the difference between them.

As enabling and empowering as this might be, it brings with it the challenge of adapting to new opportunities, new ways of working, and new ways of creating value. Unpicking ambiguous and multifaceted challenges such as these are just what designers love. Inevitably they have created innovative approaches to understanding problems and exploring a range of solutions in tandem with the stakeholders affected by them.

This session will help you to understand what it means to be lean, and give you a taste of some of the tools being developed by designers at Lancaster to help you in practising lean behaviours, including the business model design toolkit, based on the acclaimed Business Model Canvas.

Book [here](#)

### **Pitch Perfect**

Life's a pitch. Have you nailed yours? Learn about Pitchdeck and Storytelling as two essential tricks to ensure you can hold your own under pressure and practice what you've learned in front of a panel of judges.

#### **Key info:**

- Time: 3pm - 4:30pm
- Location: Green Lane, Big Room
- Pathway: Entrepreneurship
- Lancaster Award: Workshop = 5pts

**What's this event about?** Every time you communicate with someone in order to influence their behaviour or attitude in some way, you are pitching. Doing it well takes practice, but it helps to have some tricks up your sleeves too. In this session you will learn about Pitchdeck, a simple approach to ensuring that you've got all your bases covered when telling people the key things need to understand the value of your idea. You'll also learn about the power of Storytelling to bring your idea to life, engage your audience and leave a lasting impression.

You'll then have the chance to put these techniques to the test in front of a panel of judges who will give you feedback on your pitch and your idea.

The workshop is open to everyone but there is only a limited number of slots to pitch to the panel. If you would like to apply for one of these, please let us know when you book. We will try to give as many people as possible a chance.

Book [here](#)

### **Startup Weekend**

If you would like to attend this 56-hour business hackathon, please register [here](#).

#### **Key info:**

- Time: Friday 6pm - Sunday 8pm
- Location: Green Lane, Big Room
- Pathway: Enterprise & Innovation
- Lancaster Award: Campus activity = 10pts

**What's this event about?** This student-led event runs over three days, starting with pitching on the Friday evening, through a day of input and team planning on Saturday, to preparation and pitching to a panel of judges on the Sunday evening. Full details are available on the event page where you can register.