

### Welcome from Kevin Abbott

I write this newsletter at probably the busiest, most stressful and least enjoyable time of my school year; bang in the middle of the examination season, with a seemingly insurmountable pile of BTEC portfolios to mark (and remark!) and the demands of a School Leadership Team intent on adding further to an already packed schedule. Within the next few weeks I will be expected to complete my department Self Evaluation Form (SEF), review my Schemes of Learning (SoLs– but I really don't see why I can't keep calling them SoWs!) and then quickly turn my attention to the Faculty Improvement Plan. I often find myself wondering how detached from the coalface (or a 'real classroom' at any rate) you must be to spend your time inventing such acronyms and agree totally with a colleague who described such initiatives as 'sucking the fun out of teaching'. I have promised my wife that I will leave the profession if I ever get to the point where I start seeing the educational value of such bureaucracy but thankfully still spend the vast majority of my time teaching a subject that I am passionate about to students who appreciate my efforts and enjoy learning about Business Studies and Economics.

There are a number of things I can at least look forward to over the remainder of this term (not least the summer holidays which are now just over eight weeks away!) One of which is the EBEA's Bank of England Conference on 27 June. I will be attending with a department colleague and taking the opportunity to bring some of my brightest students for some real 'stretch and challenge', for both me and the students! On a personal note I have another keydate to look forward to, as Mrs Abbott is due to give birth to our second child within the next three weeks. This does mean that I will be unable to attend this years Annual Conference (13/06– 14/06) although I wish all of you attending a stimulating and enriching couple of days in Birmingham. Wish me luck with the birth...!

**Kevin Abbott, Acting Chair of the EBEA**

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EBEA Annual Conference updates  
special

### EBEA Teacher of the Year Awards

Time is running out to nominate students for the Trainee Teacher of the Year Award. See Page 2 for further details of how to nominate a deserving trainee teacher.

### EBEA Annual Conference 2012: Going for Gold

13th & 14th June 2012

Aston Business School  
Conference Centre



**Book today!**

### EBEA Bank of England Conference 2012

27 June 2012

Bank of England,  
London



**Book today!**



## EBEA Annual Conference 2012: Going for Gold

13th & 14th June 2012

Aston Business School Conference Centre, Aston, Birmingham



**Book today!**



Details of the speakers and sessions at this year's EBEA Annual Conference are outlined on Pages 6-12 of this month's newsletter. The 2012 Annual Conference promises to be a real highlight for teachers of Business, Economics and Enterprise. This year's focus is on developing compelling learning and outstanding teaching. Speakers will showcase the latest developments in our subject area and the sessions and break outs will be resource rich so that you can leave with high quality (and free!) teaching materials and lesson ideas. There are great networking opportunities as well as the chance to celebrate successes.

Book now before it is too late. You can download a booking form from the [EBEA website](http://www.ebea.org.uk).

### EBEA Teacher of the Year awards

It is not too late to get your nominations in for the EBEA Trainee Teacher of the Year Award. Do you know of a student who deserves this award? Maybe you have been working with a truly superb trainee EBE teacher? If so, the EBEA wants to hear from you! Proposers should be full or corporate members of the EBEA - the trainee should also be a member and attending the Annual Conference, where the awards will be presented on 13th June. Previous winners can be viewed here [http://www.ebea.org.uk/about\\_us/ebea\\_awards](http://www.ebea.org.uk/about_us/ebea_awards) and you can email your nomination to [office@ebea.org.uk](mailto:office@ebea.org.uk).

### AEEE student Survey: How do students perceive the current economic crisis?

The Association for European Economics Education has prepared an online survey to find out how 16 to 19 year old Economics, Business and Social Science students, across Europe and internationally, perceive the current crisis. Please ask your students to take part in the survey and then use the experience as a stimulus to the discussion of the crisis in your classroom. The questions are available in English, French, German and Italian.

The survey is accessed from the following link: <http://www.surveymonkey.com/s/economic-crisis-survey>



**Find us on Facebook:** Share your favourite lessons, teaching ideas, useful websites or just words of wisdom with other EBEA members. Join the EBEA Facebook group [here](#).



## In The News Case Studies [Teaching & Resources section of the EBEA website]

[http://www.ebea.org.uk/teaching\\_resources/lesson\\_ideas\\_and\\_resources/in\\_the\\_news\\_case\\_studies/](http://www.ebea.org.uk/teaching_resources/lesson_ideas_and_resources/in_the_news_case_studies/)

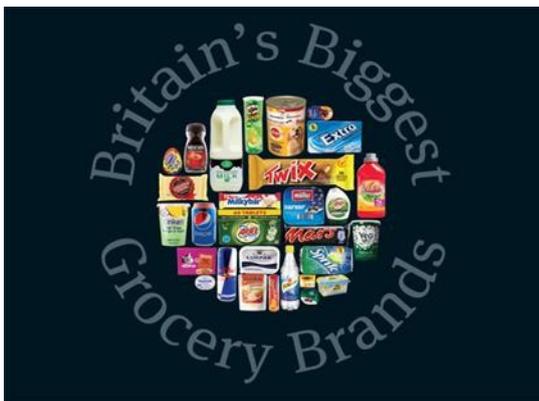


Margaret Hancock, the EBEA's Website Manager and experienced writer of case studies and teaching resources, has added a further topical case study, this time focused on a BBC news report on a large scale housing development planned for Lincolnshire

- ◆ 15 May 2012 - Lincolnshire could see 43,000 new homes

## Kevin Abbott's 'Starter of the month' [Teaching & Resources section]

[http://www.ebea.org.uk/teaching\\_resources/lesson\\_ideas\\_and\\_resources/starter\\_of\\_the\\_month/](http://www.ebea.org.uk/teaching_resources/lesson_ideas_and_resources/starter_of_the_month/)



This month I have been introducing a BTEC unit on retailing and retail branding in particular. Whenever I get to teach the topic of branding I find myself turning to a number of key sources; The Grocers annual list of the Top 150 Grocery brands ([www.thegrocer.co.uk](http://www.thegrocer.co.uk)) or the various Superbrands and Interbrand lists ([www.superbrands.uk.com](http://www.superbrands.uk.com) and [www.interbrand.com](http://www.interbrand.com))

My starter this month is based on The Grocer's Top 10 Biggest Grocery Brands, as of March 2012.

For those of you not familiar with this report, the full report will cost you £100+VAT! However the media tend to report the key 'movers and shakers' and you can find the 2012 Top 10 on websites such as PR Week ([here](#)). I produced a number of large copies of the logos of the Top 10 UK grocery brands, plus 15 other well know brands and printed these in colour on A4 paper. A copy of this Word document will be included on the EBEA website. The starter involved students working in small groups to try to work out which of the brands make up the Top 10, which are in the Top 20 and which 5 were my 'red herrings'!

You could adapt this idea in a number of different ways, for example using an interactive whiteboard and getting the students to 'drag and drop' the logos into a league table style position. Or you could play 'Wipeout' and use some of the 'red herrings' as the incorrect answers. You may remember in a previous newsletter I mentioned that I am a fan of the BBC 1 National Lottery show 'Who Dares Wins' and you could adapt the template I provided with the February EBEA News to create your own list and get two teams of students to outbid each other to see how many they can correctly name, for example "Is Coca Cola on the list...". I suppose you could call this starter 'food for thought'! Hope this get your students thinking!

## EBEA Bank of England Conference

27th June 2012: The Bank of England Conference Centre, London

### 'Current Policies and their consequences for the UK'



Time is running out to make your booking for this year's Bank of England Conference. We have a first class line up and the day is sure to provide Economics and Business teachers with some excellent opportunities to update their subject knowledge and hear from some of the country's leading experts in their fields.

The Conference is very competitively priced; £75 for EBEA members, £120 for non-members, with up to four additional delegates (including students) from a school or college, charged at just £15 per person – superb value for money. Members can apply [here](#) and Non Members [here](#). The programme for the day is as follows

**9.30-10.20: Registration**

**10.20-10.30** Welcome and Introductions— **Ian Marcousé**

**10.30: Martin Weale**, member of the Monetary Policy Committee on 'Current monetary policies and their likely outcomes'.

**11.15: Rowena Crawford**, Senior Research Economist at the Institute for Fiscal Studies on 'The UK fiscal outlook: An age of austerity?' This talk will examine the UK's planned fiscal consolidation: what is the plan, why is it needed, and what are the risks involved?

**12.00: John Shackleton**, Professor of Economics at the University of Buckingham and Economics Fellow at the IEA, on 'Do we need so much labour market regulation?', an exploration of the likely consequences of different approaches to employment protection.

**12.45-13.35: Lunch**

**13.35: Teaching Economics and Business Studies at A level (choice of two sessions):**

**Stephen Barnes'** session will suggest how the economic environment can be made intelligible to Business Studies students. He will show how unfolding economic events feed into business strategy. Stephen is an experienced teacher and curriculum developer in Business Studies. He is also author of several text books and a range of teaching materials.

**Peter Imeson's** session will explore ways in which the complex story of the past five years can be made accessible to students of A level Economics. This interactive session will encourage participants to devise classroom strategies and engage in activities Peter has used with his own classes. Peter is an experienced teacher, an examiner for Edexcel and a regular contributor to the EBEA magazine and annual conferences.

**14.25: Ian Marcousé** will speak on 'Africa: the new land of opportunity'. Since 2000 there has been rapid growth in sub-Saharan Africa. Yet British exports to Africa lag behind France and Italy (let alone Germany). Ian is a well known teacher and teacher educator, author of many textbooks and a lead editor of 'Business Review'.

**15.10: Question time: Ian Marcousé, Stephen Barnes and Peter Imeson**

**15.40: Conference close**



## Dear Member,

MyKindaCrowd continues to connect young people with the world of work, enterprise and creativity. It's a business and enterprise resource, completely free and easy to use so if you haven't joined yet, [sign up today](#).

### Why take part?

MyKindaCrowd challenges give your students the opportunity to win some fantastic prizes like exclusive work placements, unique experiences, site-visits and even jobs! Our challenges are designed to provide key skills and experiences helping your students develop their personal learning and raise career aspirations.

### Get involved

Current challenges include McDonald's, Fujitsu, James Caan, Logica, Sheaffer, The Institute of Directors and many others. It's simple for your students to join, pick a challenge and upload their ideas.

### You Deliver. We Deliver

We produce learning resources for every school challenge giving you the flexibility to deliver a MyKindaCrowd workshop to your students in your classroom. Alternatively, if you'd prefer us to deliver a workshop to your students, we can bring our challenges to life providing you with a professionally trained team of talented educators who can inspire, engage and deliver key learning skills to your students.

To discover more about our school workshops or our challenges, please email [learn@mykindacrowd.com](mailto:learn@mykindacrowd.com) or call us on 08444 774 100.

Please do recommend MyKindaCrowd to your friends and colleagues in other schools, colleges and universities.

For latest news and challenge launch offers: follow us on [Twitter](#), join us on [Facebook](#), watch us on [Youtube](#)

Best wishes

Will Akernam, Managing Director, and the MyKindaCrowd team

William Akerman, Managing Director

[www.mykindacrowd.com](http://www.mykindacrowd.com)

t | 08444 127 497

Winners of UnLtd Big Venture Challenge 2011

UnLtd\*

## The 19th European Economics Education Conference

# AEEE Cologne-Bonn Conference



### *“Economic Crisis – Catastrophe or Opportunity?”*

Monday 27 to Thursday 30 August 2012

The AEEE Cologne-Bonn Conference 2012 is an international meeting of teachers, teacher trainers, inspectors and researchers with a professional interest in all aspects of Economics and Business Education in Europe and worldwide.

The conference will provide participants with excellent opportunities to enhance both their careers and their understanding of the nature of the economic crisis. At the AEEE Cologne-Bonn Conference 2012 you will:

#### **Presentations**

- Hear some top economists giving lectures on the economic crisis
- Explore state of the art economics which addresses contemporary economic policy problems
- Get international points of view
- Find new ways of teaching economics
- Learn about and share classroom experiences, good practice examples, and reports on projects

#### **Excursions**

- Take part in visits and excursions with an economic impact
- Visit a German school with a focus on economics education

#### **People**

- Exchange research findings, ideas and concepts
- Build professional networks
- Build teacher relations and teams on a European basis
- Make friends from all over Europe

For more information, go to <http://www.economicseducation.eu/> or email [enwall@aol.com](mailto:enwall@aol.com).



## EBEA ANNUAL CONFERENCE 2012 – Going for Gold!

Aston Business School Conference Centre, Birmingham

Wednesday 13 June – Thursday 14 June 2012

Wednesday 13 June

Focus: Business & Enterprise

9.00 am	Registration & refreshments	
9.30 am	Welcome and introduction: Jenny Wales (Vice President )	
9.40 am	Key Note	<b>Enquiry Based Learning: the path to more challenging and creative curricula?</b> <b>Professor David Leat</b> Executive Director Research Centre for Learning and Teaching , Newcastle University
	Follow up	Discussion groups to consider curriculum implications Speed networking
11.10 am	Refreshments & Exhibition	
11.30 am	Key Note	<b>Strategic Flexibility and the Brand</b> <b>Dr Ian Combe</b> Course Director PG Marketing, Aston University Business School
12.15 pm to 2.15 pm	Lunch & Breakout sessions	Buffet Lunch will be available from 12.15 – 2.00 pm  Breakout sessions of <b>up to one hour</b> will be held at <b>12.15 – 1.15 pm</b> and <b>(B) 1.15 – 2.15 pm</b> There will be time for you to: Eat <b>Lunch</b> Attend one <b>Breakout session</b> Visit the <b>Exhibition</b> Participate in the <b>Market Place</b> *
Breakout sessions	1.1(A)	<b>The Falklands Business Environment</b> Simon Jackson: Business Studies lecturer & educational writer (Learnloads.com)
	1.2 (A)	<b>Creating Engaging and Interactive Resources</b> Adrian Murray: Business and Economics Teacher (Business Studies Online)
	1.3 (B)	<b>Managing your own personal finances as the key to being entrepreneurial: the role of teachers in developing successful entrepreneurs</b> Gary Millner: Director of Operations, Personal Finance Education Group
	1.4 (B)	<b>Understanding and using the new Ofsted guidance for inspecting economics, business and enterprise education</b> Gwen Coates: HMI & David Butler: LB Associates
	1.5 (B)	<b>A new curriculum Opportunity for Gifted students of Business and Finance: The Finance Baccalaureate</b> Mark Kent: Deputy Principal & Mike Deasy: Head of Business and Social Science Faculty, King Edward VI College, Stour-bridge Stella Dudzic: MEI Programme Leader (Curriculum)

2.15 pm	<b>Key Note</b>	<b>The Westmorland Story: From Hill Farmer to Upland Entrepreneur</b> <b>John Dunning</b> Hill Farmer/ Entrepreneur : Founder and Director of Westmorland Ltd <i>Chair &amp; Introduction: Gary Forrest</i> Education for Employability
3.00 pm	<b>Refreshments &amp; Exhibition</b>	
3.20 pm  <b>Breakout sessions</b>	1.6	<b>Developing Young People's Employability</b> Gary Forrest: Education for Employability
	1.7	<b>Creativity in the Classroom: using technology to raise achievement</b> Jim Byng: AST & Robin Babbage: Head of Faculty Hamstead Hall Community Learning Centre, Birmingham
	1.8	<b>Playground Business Studies</b> Sandra Donnelly: Director of Teaching and Learning Business, Economics and Enterprise (Fallibroome Academy)
	1.9	<b>'Britain and Europe 2012: What Europe Means to Us Today</b> Ian Marcousé: well known author of Business Studies Books
	1.10	<b>Cambridge IGCSE: Enterprise &amp; Business Studies for globally mobile leaders of the future</b> Karen Borrington: Principal Examiner IGCSE Business Studies Ecclesbourne School & University of Cambridge International Examinations
4.20 pm	<b>Refreshments &amp; Exhibition</b>	
4.45 pm to 5.15 pm	<b>AGM</b>	
7.00 pm	<b>Reception and Teacher Awards</b>	
7.30 pm	<b>Conference Dinner</b>  <b>After Dinner Speaker</b> <b>Simon Topman</b> Managing Director & owner of Acme Whistles, Birmingham	

*\*Delegates are invited to bring a resource or lesson activity which they can share with colleagues in the informal setting of the **Market Place**.*

*NB This is the information available at present. Minor changes may be made to the programme if necessary. Further details will be provided in the conference handbook.*



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Wednesday 13 June – Thursday 14 June 2012

**Thursday 14 June**

**Focus: Economics & Enterprise**

8.30 am	<b>Exhibition Registration &amp; refreshments</b>	
9.30 am	<b>Welcome and introduction: Colin Bamford (Acting President)</b>	
9.40 am	<b>Key Note: a panel debate</b>	<b>HS2: is it in the national interest?</b> Different perspectives about the High Speed Rail Network proposal presented by: <b>David Bull</b> Assistant Director, Development Strategy, Birmingham City Council <b>Joe Rukin</b> A lead campaigner (StopHS2)
	<b>Follow up</b>	<b>Discussion groups to review resources &amp; consider curriculum implications A further networking opportunity</b>
11.10 am	<b>Refreshments &amp; Exhibition</b>	
11.30 am	<b>Key Note</b>	<b>Hard Times to Great Expectations: unlocking the entrepreneurial potential of young people</b> <b>Professor Mark Hart</b> Chair of Small Business and Entrepreneurship, Aston University Business School
12.15 pm to 2.15 pm	<b>Lunch &amp; Breakout sessions</b>	Buffet Lunch will be available from 12.15 – 2.00 pm  Breakout sessions of <b>up to one hour</b> will be held at <b>12.15 – 1.15 pm and (B) 1.15 – 2.15 pm</b> There will be time for you to: Eat <b>Lunch</b> Attend one <b>Breakout session</b> Visit the <b>Exhibition</b> Participate in the <b>Market Place</b> *
<b>Breakout sessions</b>	2.1 (A)	<b>Understanding and using the new Ofsted guidance for inspecting economics, business and enterprise education</b> Gwen Coates: HMI & David Butler: LB Associates
	2.2 (A)	<b>Making economics memorable</b> Peter Imeson: Head of Business and Economics, Farmor's School, Gloucestershire
	2.3 (B)	<b>Connecting with Employers</b> Ben Gallacher: Business Development Manager, MyKindaCrowd
	2.4 (B)	<b>Economic awareness in the curricula</b> Robert Geddis: Project Manager Economics, Citizenship Foundation
	2.5 (B)	<b>Using self and peer assessment to help raise attainment of KS4 students</b> Sandra Butler: Head of Business and ICT, Holmesdale Technology College

Breakout sessions from 2.15 pm	2.6	<b>Teaching the difficult topics of A Level Economics</b> Lucy Barton: Head of Economics and Business Studies, Newcastle-under-Lyme School; former Senior Examiner for A Level Economics (Edexcel)
	2.7	<b>Getting outcomes and income: social enterprise education</b> Richard Strudwick: Enterprise Education Specialist, Enterprise Rich/Xing Education Philip Benson: Young Entrepreneur at Xing Smoothies
	2.8	<b>Students are tomorrow's enterprising future</b> Claire Young: Entrepreneur
	2.9	<b>Business Class: building relationships between local business and schools: a successful beginning at Linton Village College</b> Ian Simmons: Assistant Head, Leader of Business & Enterprise Specialism, Linton Village College
	2.10	<b>New Forms of Innovation: an enterprising approach to creativity</b> Dr Terry Warburton: Co-Director, CASI (Centre for Applied Research in Security Innovation)
3.15 pm	<b>Key Note</b>	<b>The UK Economic Outlook</b> <b>Professor Patrick Minford</b> Professor of Applied Economics, Cardiff Business School, Cardiff University
	<b>Conference Review &amp; Closing Remarks</b>	
4.15 pm	<b>Refreshments</b>	

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### Presenter Information



**Karen Borrington** teaches at The Ecclesbourne School, Derbyshire, and is the Head of a Faculty which includes Economics, Business Studies and Enterprise. Karen has also been involved in assessment for different exam boards for over 20 years. Karen is currently the Principal Examiner for IGCSE Business Studies for Cambridge International Examinations but is also involved in the assessment process for Edexcel. Karen has written training materials and has had several books and course resources published. She has also been involved in delivering training both face-to-face and online for many years.

**David Butler** is former HMI with national responsibility for economics, business and enterprise education and is now a consultant for LB Associates.

**Robin Babbage** is currently working with Apple to help support the development of teaching and learning through hand-held technology. Indeed since January 2012 through Robin's lead, Hamstead Hall CLC has become the West Midlands' hub for Apple CPD for teachers.

**Jim Byng** is in the process of becoming an accredited TEEP trainer, having been supported by the Specialist Schools and Academies Trust (now Teachers Network) as one of their former Lead Practitioners (from 2003 to 2011) to promote effective teacher and learner behaviours

**Gwen Coates** is an HMI and Ofsted's National Adviser for Economics, Business and Enterprise Education

**Ian Combe** is Course Director Post Graduate Marketing Strategy at Aston University Business School. Ian's research interests are in a range of topics which interface between marketing and strategic management such as strategic orientation, strategic flexibility, strategy practice, service quality and organizational change. He is experienced in conducting case study research and in the use of cognitive research methods such as sorting technique, laddering technique and cognitive mapping. His work has been published in journals such as European Journal of Marketing, Journal of Marketing Management, Managerial Auditing and Journal of Research in Marketing and Entrepreneurship. He has recently acted as guest editor of a special issue of European Journal of Marketing on 'Marketing and Flexibility'.

**Simon Jackson** is a teacher and writer who lived and worked in the Falkland Islands for several years. The session includes a presentation about the business environment, opportunities and threats faced by businesses operating in the Falklands. Simon now teaches part time and runs [www.LearnLoads.com](http://www.LearnLoads.com), a website which provides student resources for AS and A2 Business Studies.

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### Presenter Information (continued)



**John Dunning** is Founder and Director of Westmorland Ltd. In the late 1960's, the developers of the M6 motorway approached John and Barbara Dunning, who farm near the summit of Shap, with a view to building the M6 through their land. The Dunnings did not view the building of the M6 across their farm as a threat. Instead, they turned it into an opportunity. Tebay Services which they developed is still Britain's only locally owned and run Motorway Services. The company now employs over 500 people across six distinct businesses and is just about to open a new service station area on the M5 near Gloucester.

**Gary Forrest** is an independent consultant (Director, Education for Employability) who has operated at a national level for over twenty-five years, supporting schools, colleges, education business partnership organisations, government and business. An expert in curriculum development, he is widely regarded as a key national figure in work-related and vocational learning, careers education, enterprise learning and education-business links. For nine years he was a strategic manager at the QCA/QCDA, during which time he had a significant influence on substantial legislative and funding programmes of the government.

[www.educationforemployability.co.uk](http://www.educationforemployability.co.uk)

**Mark Hart** is Professor of Small Business and Entrepreneurship, in the Economics and Strategy Group, Aston University Business School. He is currently investigating the nature and scale of entrepreneurial activity. He jointly manages the Global Entrepreneurship Monitor (GEM) project and advises government departments on enterprise issues. Mark has undertaken a number of national evaluations of business support services such as Business Link.

**David Leat** works in the Research Centre for Learning and Teaching at Newcastle University. The research centre has a long standing commitment to developing teaching and curriculum that are more challenging, engaging, educative and relevant to students in schools. This work has involved working with partnership with school, teachers and charities on thinking skills, meta cognition and learning to learn and we believe that enquiry is the curriculum model which best brings these approaches to fruition. However the research team are well aware of the all barriers that block the path to such a model (they have the bruises to prove it!) and realise that only determined networked research partnerships with schools will see significant progress. (<http://www.ncl.ac.uk/cflat/>)

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### Presenter Information (continued)



**Gary Millner** has worked for a range of financial service organisations as a senior manager including roles with responsibility for training and professional development before he joined the Chartered Institute of Bankers (now the **ifs** School of Finance) as Head of their Banking and Finance Faculty in 1999. He became a Director in 2003 and had a number of roles which included responsibility for qualifications in Financial Capability. In March 2009 Gary joined the Personal Finance Education Group *pfeg* as Director of Operations and has overall responsibility for the delivery of *pfeg*'s major projects. These projects have included the delivery of consultancy to over 4200 secondary schools under the "Learning Money Matters" initiative sponsored by the Money Advice Service "My Money" sponsored by the Department for Education working with local authorities and a Student Retention Project sponsored by J.P. Morgan. Gary is the key contact within *pfeg* linking the financial services industry either through *pfeg* projects or through developing potential resources and the provision of consultancy further details available at [www.pfeg.org](http://www.pfeg.org)

**Adrian Murray** is an experienced teacher, with a total of 17 years experience in high school classrooms in a number of roles including Head of Department and various senior management positions. Appointed as Curriculum Leader - Business at OCR, in January 2012 - a supportive role looking to share good practice and develop future Business qualifications. A keen (verging on geeky!) interest in the use of new technologies in the classroom, which led to the establishment of the Business Studies Online website which will celebrate it's 10th anniversary next year. ([www.businessstudiesonline.co.uk](http://www.businessstudiesonline.co.uk)),

**Richard Strudwick** was the Head of Education at Enterprise UK running 'Make Your Mark with a Tenner' the 'Make Your Mark Challenge' and still runs 'Global Entrepreneurship Week'.

**Simon Topman**, is Managing Director of 'Acme Whistles'. The company is innovative and highly successful. It was founded in Victorian times and now exports to 119 countries.

**Claire Young**, 32, is the straight talking, no-nonsense business woman who is well known for reaching the final of series 4 of BBC1's The Apprentice (2008) watched by over 11 million viewers. Since then she has worked non-stop setting up numerous business ventures including [www.schoolspeakers.co.uk](http://www.schoolspeakers.co.uk) and [www.girlsoutloud.org.uk](http://www.girlsoutloud.org.uk). She is passionate about promoting entrepreneurship and enterprise to our younger generation and founded TeenBiz [www.teenbiz.org.uk](http://www.teenbiz.org.uk) the UK's first business start up scheme for under 18s.

## **EBEA Annual Conference 2012: Going for Gold**

**13th & 14th June 2012**



**Aston Business School Conference Centre, Aston, Birmingham**



### **Presenter Information (continued)**

**Terry Warburton** is a leading specialist in the field of enterprise and innovation. His role as director of CPD and enterprise in the faculty of arts and humanities at Liverpool Hope University led him to co-found the 'Centre for Applied Research in Security Innovation' (based at Liverpool Hope University), which aims to create a safer and more secure society in the UK. Terry has been involved in entrepreneurship and innovation since 2001. He was previously director of the Centre for Enterprise Education at Manchester Metropolitan University where he spearheaded a range of major entrepreneurship projects, working with large corporations as well as universities, colleges, schools and small businesses. His PhD is in educational research, and he has pursued '*Understanding Innovation*' as a research specialism since 2003.

**We look forward to seeing you there!**