



**'Building SME Capabilities – Building the Business'**  
Accelerating the development of SMEs

2-day International Conference and EC Leonardo Project Showcase Exhibition, Networking and Workshop Event for Small and Medium-sized Enterprises

at  
Henley Management College, Greenlands, Henley-on-Thames, Oxfordshire, UK

**23<sup>rd</sup> and 24<sup>th</sup> March 2006**

**Programme**

*Chairman: Professor David Birchall, Director, School of Management Knowledge and Learning*

**Day 1 Thursday 23rd March 2006 for 75 invited participants**

*Theme for the day = Exploring development opportunities – making choices*

- 08:30 Registration *Reception*  
Tea and coffee *Garden Common Room*  
*Project stand and HMC stands in Reception and bottom of main staircase*
- National Grid*
- 09:30 Welcome by Chris Bones, Principal (5 mins)
- 09:35 Introduction by Professor David Birchall (10 mins)
- Keynote speaker:
- 09.45 Janette Sinclair, Dissemination and Exploitation of Results, European Commission (15 mins)
- 10:00 The Issues**
- What are the SME issues?
  - What our research has revealed.
  - Q&A (15 mins) (capture Q&A discussion) (30 mins total)
- Professor David Birchall with Gilly Alexander and Dr Jean-Anne Stewart (15 mins)
- 10:30 Speed-dating / coffee break  
'what's in it for me – what's in it for you?' 5 mins fact-finding with someone from each of the stakeholder groups identified by different coloured badges *Garden Common Room* (30 mins total)
- National Grid*
- 11:00 Product Elevator Session**  
5-min product presentation (5 mins each) (13 products = 65 mins total)  
Product themes:
- leadership
  - skills and competence development
  - using technology to business advantage
  - environment and sustainability
- 10 *Leonardo products*:
- MAC-SSIIM (intellectual property and management protection)
  - Learn and Work (workplace learning) can't come
  - Green Entrepreneurs
  - PAM (increasing awareness of CSR)
  - ISSD 2000 (improving skills for SME development)
  - IT Academy (use of IT in business) can't come
  - Passport to Trade (business and Europe)
  - PeLM IMPACT (learning from everyday work experiences)
  - TENVORS (best practice in sustainable development)
  - Learnplace (workplace development)

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- 3 *Non Leonardo products*:  
HubCAP Ed Cooper  
Business Accelerator Andy Bruce  
Coaching Pat Bossons
- 12:05 Summary of morning and aims for afternoon  
Introduction to Addressing the Issues session - Professor David Birchall (10 mins)
- 12:15 Lunch *Riverside restaurant* (1 hour)
- 13:15 Addressing the Issues**  
4 facilitated group discussions.  
In these sessions, by reference to a selection of the products, we want participants to discuss what turns SMEs on with regard to T&D (i.e. the best way to learn), considering from the SME perspective:
- one area I have a problem
  - one area I didn't know I had a problem
  - how can I tackle my problem with a product
  - how would I ensure a product made a difference to me?
- Hambledon (20 plus any overflow), Pavilion (18), Magnolia (18) National Grid (20 plus any overflow)*  
(1 hour 30 mins)
- 14:45 Collect tea and coffee to take back to feedback session
- 15:00 Feedback Session**  
Key lessons - feedback presentations from each of the break-out sessions (10 mins each) *National Grid*  
Q&A (10 mins) (capture Q&A discussion) (1 hr total)
- 16:00 Entrepreneurs - success stories (15 mins each)
- Karl Fielding – Identum
  - Lesley Nash
  - Elizabeth Wagstaff
- Q&A (15 mins) (1 hr total)
- 17:00 High impact training and development – Professor John Burgoyne *National Grid* (15 mins)
- 17:15 Round-up of day 1 - Professor David Birchall *National Grid* (15 mins)
- 17:30 Close of Day 1
- Opportunity to visit showcase exhibition*
- 19:00 Reception *IoD* (45 mins)
- 19:45 Gala dinner hosted by Chris Bones *Riverside restaurant* (1 hour 30 mins)
- 21.15 After dinner guest speaker - James Elles, MEP South-East Region (15 mins)
- 21:30 Entertainment by live band 'Loose Connections' in the *Garden Common Room* (1 hour 30 mins)  
to 23:00

## Day 2 Friday 24<sup>th</sup> March 2006

### For 75 invited participants and 30 additional drop-in guests

*Theme for the day = Learning Communities*

*Morning theme = How companies identify their development needs*

- 08:45 Registration for drop-in guests *Reception*  
Tea and coffee *Garden Common Room*
- National Grid*
- 09:15 Welcome to Day 2 – Professor David Birchall (5 mins)
- 09:20 Day 2 objectives –Professor David Birchall (10 mins)
- 09:30 Developing people and business – support (90 mins)
- *FinanceSouthEast - Business Angels/Alchemists – development funding opportunities/networks how to set them and run them-*
  - *SEEDA – Good practices*
  - *Mentoring - Ed Cooper – how it can help; where you can get help*
- 11:00 Tea and coffee *Garden Common Room* (30 mins)

- 11:30 4 facilitated break-out sessions to discuss:
- Needs identification
  - Selecting products
  - Seeking help
- Hambledon (20 plus any overflow), Pavilion (18), Magnolia (18) National Grid (20 plus any overflow)*
- 12:15 Lunch (for 75 invited participants and 30 drop-in guests) *Riverside restaurant*
- 13:15 Showcase exhibition, in particular for drop-in guests as on day 1 *Presenters stands in Gallery area. Online products in Babbage*
- Networking opportunity for invited participants and helping to engage the SMEs present in the club concept *Garden Common Room and Exhibition areas*  
(45 mins)
- Afternoon theme = High impact learning*
- 14:00 High impact training and development - Summary of Dr John Burgoyne's session by Professor David Birchall *National Grid (15 mins)*
- 14:15 Facilitated break-out sessions to test the viability of a learning community (What would you look for from a learning community? What are the barriers?) – select which session to attend *Hambledon, Pavilion, Magnolia*
- Getting the environmental conditions right
  - Networks and support
  - Making development work
- (1 hour 15 mins)
- 15:30 Tea and coffee *Garden Common Room (30 mins)*
- National Grid*
- 16:00 Wrap-up session (1 hour):
- Feedback from all stakeholder groups
  - Key lessons
  - Follow-up activities / Action plans
- 17:00 Close of Conference - Professor David Birchall