



**30TH JUNE  
TO 4TH JULY 25**

**Ravensbourne University,  
North Greenwich**

Attendees aged 16 years to 21 years, must attend all 5 days.

**11AM TO 3PM DAILY**

### Monday 30 June – 11 am to 3 pm

#### Session 1 (11 to 11.15)

##### Introductions

- Welcome
- Safe and Confidential Environment – no question too small
- Overview for the next few days

#### Session 2 (11.15 to 12.15)

##### Self-Awareness and Managing Yourself – Michelle Smith

- Be your own Coach
- Where do feelings come from (lack of motivation - I don't feel like it today, procrastination – allowing yourself to get distracted, doubt – we can all have confidence)
- What can you do about negative feelings holding you back
- Self-Coaching Journal to take away

##### Resilience and Bouncing Back – Fiona Cummins and Tulasi

- What does Resilience mean to you?
- Who inspires you
- Finding the Silver Lining

Lunch (12.15 to 12.45)

#### Session 3 (12.45 to 13.45)

##### Building a Business and the Canvas Roadmap / Mini Pitching Deck – Tulasi Parmar @tulasiofficial

- Key Partners
- Key Activities
- Key Resources
- Value Propositions
- Customer Relationships
- Channels
- Customer Segments
- Cost Structure
- Revenue Streams
- What is your business ask
- Students start putting together their business plan using the template
- Support from Facilitation Team

Break (13.45 to 14.00)

#### Session 4 (14.00 to 15.00)

Group bonding formation – Students pitch their ideas and start to form groups for the programme

### Tuesday 01 July – 11 am to 3 pm

#### Session 1 (11 to 12.15)

##### Creating the brand and marketing - Social Media – Lorraine Windsor

- Tips for creating a company name
- Branding advice
- Website strategy including competitor website analysis, keyword research, design, content and SEO advice
- Selecting the best social media platforms for your business
- Other considerations – e.g. blog posts, video content and Google Business Profile

Group Activity

Lunch (12.15 to 12.45)

#### Session 2 (12.45 to 13.30)

##### Dudley Nganjo (Filmmaker and Lecturer) and Nico Froehlich (Photographer) ex Ravensbourne University Students @dudleynganjo @nicofroe

- Introduction to visual Campaigns and will lead a discussion on tone, audience, and storytelling. The group will explore the differences between traditional ads and modern content such as Reels and TikToks

Break (13.30 to 13.45)

#### Session 3 (13.45 to 15.00)

##### Dudley Nganjo (Filmmaker and Lecturer) and Nico Froehlich (Photographer) ex Ravensbourne University Students @dudleynganjo @nicofroe

- Groups will quickly brainstorm a product / service and build a mini campaign concept around it.

##### Each group will decide on

- Campaign name
- Key message
- Platform focus (Instagram Reel, TikTok, poster etc)
- Dudley and Nico will support students in developing a visual direction for their campaign. Nico will provide insight into photographic composition and stills, while Dudley will support direction, framing and storytelling.

### Wednesday 02 July – 11 am to 3 pm

#### Session 1 (11 to 12.15)

##### Dudley Nganjo (Filmmaker and Lecturer) and Nico Froehlich (Photographer) ex Ravensbourne University Students @dudleynganjo @nicofroe

- Groups will begin filming using DSLRs and mobile phones, planning for both their main advert and behind the scenes (BTS) or social content. If time allows, initial footage will be shot indoors / outdoors with rotating group roles

Lunch (12.15 to 12.45)

#### Session 2 (12.45 to 13.45)

- Back in the room groups review their rough footage and photos. Dudley and Nico will provide creative and technical feedback to guide final edits

Break (13.45 to 14.00)

#### Session 3 (14.00 to 15.00)

- Groups begin their editing on mobile apps or laptops. Dudley and Nico will support with video structure, pacing, social optimisation and creative problem solving

### Thursday 03 July – 11 am to 3 pm

#### Session 1 (11 to 12.15)

##### Personal Finance – Planned Future via Webinar

- Overview of budgeting and how you apply this to your spending
- Understand key financial terminology income tax, national insurance and forms of credit
- How to navigate problem debt and implement effective strategies to deal with this
- Overview the process of securing a mortgage and the rental process
- Understand the best ways to save including ISAs

Lunch (12.15 to 12.45)

#### Session 2 (12.45 to 13.45)

- Final editing, groups complete their campaigns, focusing on a clean final cut and additional edits for Reels / TikTok. BTS content will be used to create engaging social snippets to accompany the main advert

Break (13.45 to 14.00)

#### Session 3 (14.00 to 15.00)

- Each group will present
- 1 minute advert
- 15-30 second social / BTS cut
- 2 – sentence pitch explaining the concept
- Feedback and reflection using 2 stars and 1 wish model. Dudley and Nico will whip up with reflections on strengths, creative choices and collaboration across media formats

### Friday 04 July – 11 am to 3 pm

#### Presentation to Panel (11 to 15.00)

##### Room 1 - Panel

- Toby Warren (HR Director Cory)
- Ravensbourne University
- Amardeep Parmar from The BAE HQ
- Tulasi Parmar @tulasiofficial

Lunch (12.15 to 13.45)

- Amardeep Parmar from The BAE HQ Talk

##### Business Mentoring Hackathan (11.00 to 14.30 in Room 2)

- Whilst presentations are going on in the main room, there will be opportunity to meet current and ex students from Ravensbourne University who have been undertaking mentoring development and would like to support students moving forward

##### Business Banking (Room 2 - Speaker TBC)

- Registering your business (Sole traders, partnerships, and limited companies)
- Opening a business account
- Understanding Turnover and the benefits to your business
- What is Crowd Funding?
- How the Canvas Model puts you in the best position to secure lending, from institutions or investors

##### Feedback form Panel and Close-down (14.30 and Close Down)

**SEEKING YOUNG BUSINESS MINDS READY  
TO CONQUER THE ENTREPRENEURIAL WORLD!**

Sponsored by



**Ravensbourne  
University London**

In partnership with



Nico Froehlich  
Photography

Dudley Nganjo  
Filmmaker

