

A Masterclass Invitation

"Personal Challenges Faced in the Media Business - Financing, Stars, Hits and Failures"

With Alex Connock, Chief Executive, Ten Alps Plc

Date: Thursday 20th May 2010

Time: 9 am arrival to 1 pm (Lunch provided)

Venue: Lecture Theatre, Delaney Building, MMU Crewe Campus

Invest in yourself. Grow your leadership talent. LEAD your business. Alex will inspire participants to grow their businesses through barriers and failures – as well as successes – by sharing his experience of starting and growing a media business to PLC status. This will include a mixture of inspiration and advice. It will draw on experience of working with one of the UK's foremost social and commercial entrepreneurs (Sir Bob Geldof) while also being grounded in the real world of small enterprise leadership.



Alex co-founded Ten Alps in 1999 with Sir Bob Geldof for £1. It was listed in 2001 on AiM, after developing TV and Radio production work at BBC, Granada and Planet 24. Since then Ten Alps has made 20 acquisitions and is now a leading independent factual media producer focussing on high-quality TV, online TV and B2B content. It now has 500 + staff with five offices in London, plus Manchester, Macclesfield, Dublin, Edinburgh, Fareham and Gateshead. Revenue in 2008 was over £80m.

Alex has been several times shortlisted as Entrepreneur of the Year. He is currently Entrepreneur in Residence at INSEAD (Fontainebleau), Governor of Manchester Metropolitan University, Advisory Board member of the International Media Centre at Salford University and a NESTA mentor to start-up media companies. He has a BA from St John's College, Oxford in Politics and Economics, Masters in Journalism from Columbia University (New York), and MBA from INSEAD.

This session will also provide opportunities to preview learning activities with successful small business leaders on the LEAD programme, a ten month intensive and practical leadership training course.

Places are limited to just 20 businesses that employ 20 or less staff. They will be allocated on a first come first served basis. Book your place now at www.businesslinknw.co.uk/leadevent and select **Manchester Metropolitan University** from the Provider List.

If you would prefer not to receive information on LEAD please email your business name and postcode to unsubscribelead@nwda.co.uk