

Day One – Thursday 23 June

⇒ *Advisers meet in the Moser Library with coffee & tea served from 08:00.*

08:25 Moser Some final points about the day's programme for advisers.
09:05 Moser Student hosts to meet their advisers and to take them to Alington Hall.

⇒ *Delegates gather in groups in the Alington Hall at 09:00.*

09:15 AH Welcome and introduction
09:30 AH **New Blackpool Tower**
- *Groups sit round their tables and design and build a tower out of Lego of maximum height, with minimum resources and in the shortest time.*
10:00 AH **A Social Profile - with volunteers**
10:15 AH **BISCUITS - an introduction**

⇒ *Move to Group Rooms at 10:30*

10:40 Group Rms **BISCUITS - Month 1** (decision in by 11:30)
- *Refer to the section in the manual entitled "Making your first decision"*
- *Remember to hand in your new company name and new packaging design*

⇒ *Move to the Alington Hall at 11:30.*

11:35 AH **Continental Cookies - introduction with presentation skills**

⇒ *All delegates and advisers go to Kingsland Hall for lunch at 11:50 for lunch at 12:00. Delegates sit in their groups with their advisers.*

⇒ *Move to Group Rooms at 12:35 except "accountants".*

(12:35 KH *Five minute margins seminar for "accountants"- one per group)*

12:40 Group Rms **BISCUITS - Month 2** (decision in by 13:15)
- *A series of eye-catching adverts will be needed from now on*
- *Your workforce is unhappy and demands negotiations on wages & conditions at the BISCUITS HQ*
- *Make sure that your accountant stays in KH for the margins seminar*

13:15 Group Rms **Continental Cookies - prepare to meet the European buyers**

⇒ *At 13:30 the **group language specialists** (maximum of two) for **Continental Cookies** go to the Alington Hall to consult the European company's agents.*

13:30 Group Rms **BISCUITS – Review Progress & Plan Strategy**

13:45 Group Rms **BISCUITS - Month 3**(decision in by 14:25)
- *Would more advertising help your sales?*
- *Further negotiations with the workforce may be necessary*
- *How are your sales? Should you review your salesforce?*

14:25 Group Rms **Continental Cookies - preparation of presentation**

⇒ *Groups move to correct language market room at 15:15 to present their proposal to the foreign buyer.*

15:20 Lang. Rms **Continental Cookies - presentations in language market rooms**

⇒ *Return to Group Rooms at 16:00. Tea is taken if wanted during this period*

⇒ *Move to Alington Hall at 16:15*

16:20 – 18:00 AH **Bric-a-Brac - A marketing, design & production exercise**

⇒ *Move to Kingsland Hall at 18:15 onwards*

18:30 KH **Reception followed by dinner at 19:00**

21:00 All depart

Day Two – Friday 24 June

⇒ *Advisers meet in the Moser Library where coffee & tea will be available from 08:00*

08:15 **Moser** Some points about the day's programme for Advisers.

⇒ *Hosts will meet their advisers outside the Library at 08:45 and will escort them to their group rooms.*

08:50 **Group Rms** **BISCUITS - Month 4** (decision in by 09:25)
- *Did you win an order from the Continental Cookies buyer?*
- *If so you must fulfil the order this month from your stock at the factory.*
- *Have you got some good ideas for a Christmas selection box?*
- *Start to prepare a promotion to be made NEXT month.*

⇒ *Move to Ashton Theatre at 09:30*

09:35 **AT** Chairman's remarks

09:40 **AT** Ideas into Action - Introduction to **Entrepreneurship**

⇒ *Move to group rooms at 10:00*

10:05 **Group Rms** **The Brilliant Biscuit Baker** - preparation

10:20 **Pair Groups** **The Brilliant Biscuit Baker** - negotiation

10:40 **Group Rms** **BISCUITS - Month 5** (decision in by 11:25)
- *Christmas selection box promotions at BISCUITS HQ (1 min max).*

11:30 **Group Rms** **Ideas into Action – launching a business in the recession**
- *Idea creation / brain storm*
- *Adopt a suitable idea*
- *Split up responsibilities to develop the idea*

⇒ *At 12:00 groups move to Kingsland Hall to have lunch with their advisers. Groups leave at 12:45 to return to their room.*

12:50 **Group Rms** **Ideas into Action** (continues through to 14:40)
- *Development of idea*
- *Preparation of proposal*

13:30 **Group Rms** **BISCUITS - Month 6** (decision in by 14:00)
- *Your last set of decisions (to be made in parallel with Ideas into Action)*
- *Remember that your company continues to trade, you must make sufficient biscuits for "Month 7".*

14:40 **Colour Rms** **Ideas into Action Presentations** in colour market rooms

15:20 **Group Rms** Review of conference in group rooms

⇒ *Groups move to Ashton Theatre at 15:35 having cleared and tidied their group room. The group box must be returned to **Alington Hall** by 15:40.*

15:45 **AT** Final session to include BISCUITS results

16:00 **AT** End of Conference (tea for advisers & staff in Kingsland Hall)

NOTE: Business crises could well arise from time to time during the conference that each group will need to react to. These crises will be related to BISCUITS and good solutions will be looked upon favourably by the biscuit buying market. Ignore these crises at your peril!

Each group will be asked to meet in their own time in each school to complete a questionnaire, which they will be asked to return to a specified member of staff in the school.