



University of Wales
Trinity Saint David
LONDON

ENTREPRENEURSHIP

12th November 2024

10:00 AM
15:00 PM

FAIR

WHY YOU SHOULD ATTEND?

Explore new business ideas.

Grow your business.

Build your professional branding.

Network with like-minded people.



PROGRAMME

12th November 2024

10:00 AM – 15:00 PM

Workshops Schedule

All workshops in Room **LH101**

🕒 **10:00 – 11:00 AM**

Entrepreneurship Mastery: Ignite Your Passion and Grow Your Business

🕒 **11:15 AM – 12:15 PM**

Getting Started on Your Entrepreneurial Journey

🕒 **12:20 – 12:55 PM**

Personal Professional Branding Workshop

🕒 **1:00 – 1:40 PM**

Exploring Business Startup Ideas

🕒 **2:00 – 3:00 PM**

Online/Digital Marketing Workshop

See below workshops' details and speakers



ENTREPRENEURSHIP FAIR

REGISTER NOW



Scan or Click [here](#) to
Register for Workshops
Limited Spaces Available!



Student Business Showcase

🕒 **11:30 AM – 2:30 PM**

Awards Ceremony

🕒 **2:30 PM**

Contact Careers Adviser: maristela.parfitt@uwtsd.ac.uk

WORKSHOP 1

10:00 - 11:00 AM

ROOM LH101

**Topic: Entrepreneurship Mastery:
Ignite Your Passion and Grow Your
Business.**

- **How did we do it?**
- **Insights from our journey**
- **Entrepreneurial mindset**
- **Customer acquisition strategies**
- **Available funding**
- **Strategies for growing your business**

Who can attend this workshop: Student business owners

ABOUT THE SPEAKER



CARLOS GOMEZ

Carlos Gomez is a best-selling author, executive coach, and international speaker. As co-founder and director of BmitaGroup, he leads leadership and entrepreneurship programs for public and private sector leaders. He has trained hundreds of entrepreneurs and executives across Europe, Latin America, and Africa, promoting authentic, impactful leadership. Carlos also advises small businesses, start-ups, and senior leaders in UK higher education. Committed to future leaders' development, he lectures and researches leadership, personal growth, and entrepreneurship, and is completing his PhD in business psychology.

WORKSHOP 2

11:15 AM- 12:15 PM
ROOM LH101

Topic: Getting Started on Your Entrepreneurial Journey.

- Insights from our journey
- Steps to launch your startup
- Understanding the UK startup environment
- Insights into startup funding
- Tips from successful entrepreneurs
- Growing your business

Who can attend this workshop: Available to all

ABOUT THE SPEAKER



DHRUV KRISHNARAJ

Dhruv Krishnaraj moved to the UK in 2014 to complete an MSc in Management, aiming to gain work experience and leverage his global degree. Facing challenges in the UK job market, he and his co-founder created Student Circus (www.studentcircus.com), a job-search platform for international students, launched with support from the University of Bristol under the Tier 1 Graduate Entrepreneur visa. Over the past seven years, Dhruv has grown Student Circus into the UK's leading employability service for international students, collaborating with 85+ universities and supporting over 150,000 students. Dhruv now leads the platform's tech development, ensuring it meets students' evolving needs.

WORKSHOP 3

12:20 - 12:55 PM

ROOM LH101

Topic: Personal Professional Branding

- What is Personal Professional Branding?
- Personal Branding vs. Company Branding
- Identifying core values - Distinguishing yourself from competitors (e.g., your story, passions, unique skills)
- Promoting your personal brand through various channels (online and offline)

Who can attend this workshop: Available to all

ABOUT THE SPEAKER



SUELA TUCI

Suela Tuci is a Personal Professional Branding Coach and Consultant, dedicated to helping individuals unlock their full potential and stand out in the crowd. With over 18 years of experience in marketing communications for well-known brands, she has designed and developed impactful marketing campaigns. Suela is a firm believer in the transformative power of knowledge sharing and is passionate about mentoring young professionals and entrepreneurs as they launch their careers. As a Lecturer, she combines theory with practical business insights, providing students with internships, training, and career opportunities. Currently a Doctoral Researcher at the UWTSD London, Suela's research focuses on the development of personal branding across various career stages.

WORKSHOP 4

11:15 AM- 12:15 PM
ROOM LH101

Topic: Exploring business startup ideas

- Insights from our journey
- MVPs (Minimum Viable Product)
- Market strategies
- Discuss your business ideas.

Who can attend this workshop: Available to all

ABOUT THE SPEAKER



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WORKSHOP 5

2:00 - 3:00 PM

ROOM LH101

Topic: Online/Digital Marketing Workshop

- **Choosing the Right Platform**
- **Marketing Your Business**
- **Business Model Considerations**
- **Legal aspects**
- **Funding Options**
- **Setting Up a Website**

Who can attend this workshop: Available to all

ABOUT THE SPEAKER



CHRISTINE BOAKYE

Christine Boakye is a Programme & Partnerships Manager at the London Borough of Richmond and Wandsworth, with 25+ years of experience across public, private, and start-up sectors, and expertise in operations and program delivery. A recognized speaker on women in tech, knowledge exchange, and community engagement, she has been featured in Double Check and honoured with a BIG South London recognition. In 2017, Christine earned a NASA Space Apps global nomination. She is passionate about health tech, emerging technologies, fashion, athletics, and supporting Maternal Black Mental Health Risk in the USA.