

Turning Ideas Into Business

'Innovating for Growth'

Thursday 10th November 2011
6pm for 6.30pm – 9pm
(includes drinks, light buffet and networking)
Street Cafe, UWE

How do you innovate to take your business from micro to global? Is there any such thing as a new idea? How do you keep business creativity fresh in order to stay one step ahead of the competition? To mark Global Entrepreneurship Week, join us to find out how three truly creative businesses are continuing to keep pace with consumer trends and demands. From an exciting new start up to a growing enterprise through to

an internationally recognised and award winning brand name, find out how you must never stop turning ideas into business – and into success.

This event is hosted by the University of the West of England, in partnership with the Institute of Directors and the Chartered Institute of Marketing.



Mark Mason – Founder and CEO of Mubaloo

Mubaloo was founded in Bristol in 2008 and has quickly become the UK's largest developer of mobile applications for smart phones and tablets, with offices also in the US, Finland and Germany.

Mark graduated in Electronic Engineering in 1988. Following four years with semiconductor company Inmos, Mark moved into digital marketing, specialising in working with high-tech companies such as Microsoft, Google, Toshiba and EMC. In 2008 Mark sold his business - Mason Zimble - to Harte-Hanks and set up Mubaloo. Mark is also the Chairman of the Prince's Trust South West Leadership Group.



Miles Bullough – Head of Broadcast and Executive Producer at Aardman Animations

Miles is responsible for the development, finance and production of Aardman's television series and specials.

Current Aardman TV productions include Shaun The Sheep, Timmy Time and Wallace & Gromits World of Inventions.

Prior to joining Aardman, Miles was MD at Absolutely Productions Ltd; the producers of Trigger Happy TV, The Jack Docherty Show, Meg and Mog, Armstrong and Miller, Stressed Eric and many more comedy and entertainment shows.



Griff Holland – Co-founder, Friska

Entrepreneur Griff is one of the driving forces behind Friska, a recently launched healthy fast food concept in Bristol. Griff and his business partner, Ed Brown, set the business up in 2009 with an outlet in Victoria Street, Bristol, specialising in

healthy fast food. Friska is part of the Good Food Network and its ethos is founded upon the idea of feel good food, which means healthy, seasonal and exciting fast food, with a local sourcing policy. Griff's earlier career couldn't be further from where he is now with a placement year at the HM Treasury before switching course and gaining experience in various food businesses to gain first-hand knowledge on how to operate a food business before setting up Friska.

Cost: £13.00 + VAT (£15.60) for IoD and CIM members and guests / £17.00 + VAT (£20.40) for non-members

Drinks, light buffet and networking included.

Please book online at <http://ow.ly/5rphd> or...

www.iod.com/Home/Local-Network/South-West/Events/Innovation-for-Growth

